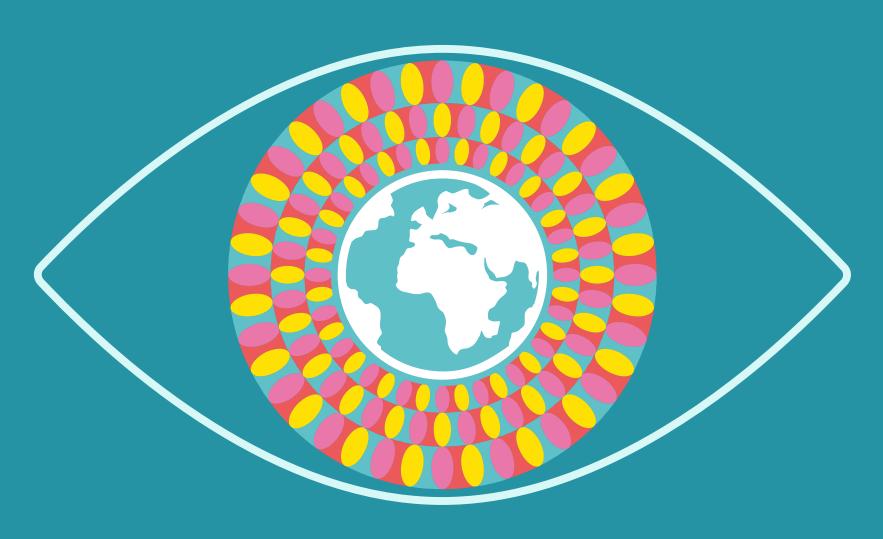
PERILS OF PERCEPTION 2015

A 33 COUNTRY STUDY





These are the latest findings from the Ipsos Perils of Perception survey. The results highlight how wrong people across 33 countries are about some key issues and features of the population in their country.

Perceptions are not reality...



WHAT PROPORTION OF

TOTAL HOUSEHOLD WEALTH

DO YOU THINK THE

WEALTHIEST 1% OWN?



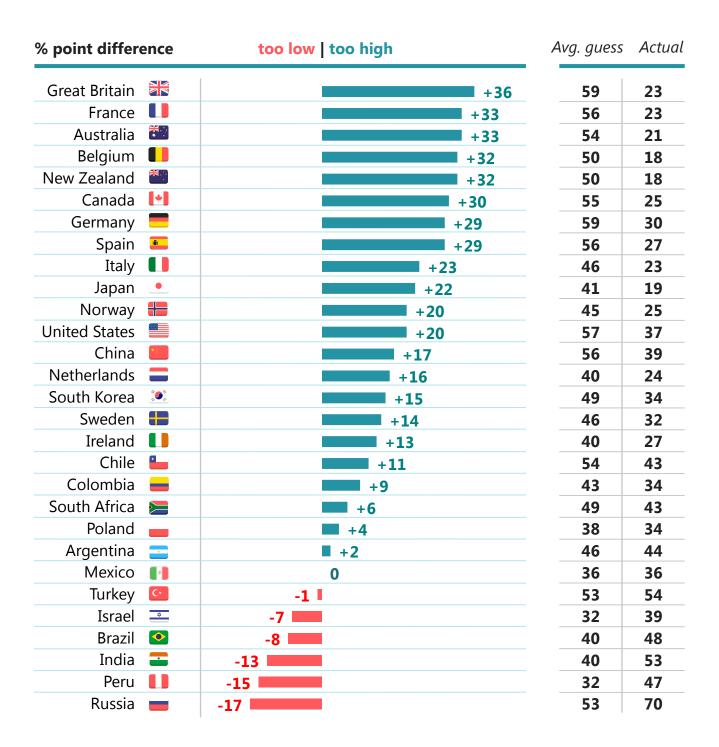




Q. What proportion of the total household wealth do you think the wealthiest 1% own?

People generally overestimate the total household wealth that the wealthiest 1% in their country own. This is particularly true for developed countries.





WHAT PROPORTION OF

TOTAL HOUSEHOLD WEALTH

DO YOU THINK THE

WEALTHIEST 1%

SHOULD OWN?







Q. What proportion of the total household wealth do you think the wealthiest 1% **should** own?

People tend to think the wealthiest 1% should own a lower proportion of their country's total household wealth than they currently do.



% point differ	ence	too low too high	Should	Actual
New Zealand	원년. : · *	+9	27	18
Japan	•	+6	25	19
France		+4	27	23
Australia	#.	■ +3	24	21
Italy		■ +3	26	23
Canada	(*)	l +1	26	25
Belgium		-2 ▮	16	18
Great Britain		-3 ■	20	23
Ireland		-4 ■	23	27
Mexico		-6 💻	30	36
China	*)	-7 -	32	39
Colombia		- 7 💻	27	34
Netherlands		-8 💻	16	24
Norway	#	-10	15	25
Spain	181	-10	17	27
United States		-10	27	37
Germany		-12	18	30
South Africa		-13	30	43
Sweden		-13	19	32
Brazil	•	-15	33	48
South Korea	((0)	-16	18	34
Poland		-17	17	34
Peru	U	-18	29	47
Argentina		-19	25	44
Chile	L	-21	22	43
India		-23	30	53
Israel	*	-25	14	39
Turkey	C+	-33	21	54
Russia		-47	23	70

OUT OF EVERY 100 PEOPLE

AGED 20 YEARS OR OVER

HOW MANY DO YOU THINK

ARE EITHER OVERWEIGHT

OR OBESE?







Q. Out of every 100 people aged 20 years or over], how many do you think are either overweight or obese?

The public generally underestimate the proportion of overweight or obese people in their country.



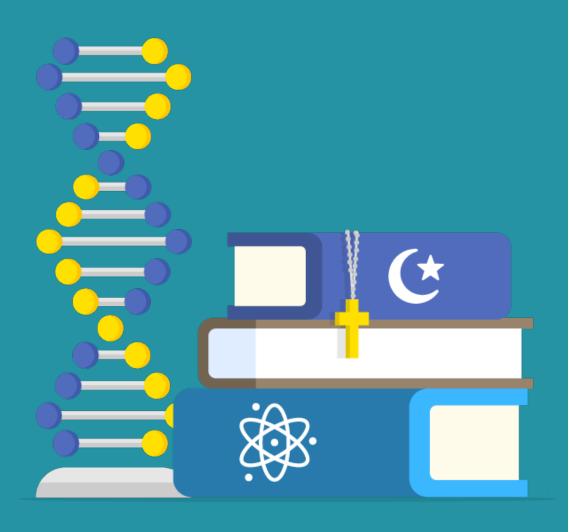
% point difference	too low too high	Avg. guess	Actual
India 💳	+21	41	20
Japan 👲	+9	32	23
China 📒	■ +6	34	28
South Korea 🍱	0	32	32
South Africa 🔚	-8	47	55
Netherlands 💳	-9 🚃	40	49
Brazil 💁	-9 🚃	47	56
Serbia 📒	-11 🚃	42	53
Australia 🟙	-11	51	62
Hungary 💳	-11	49	60
Argentina 😐	-12	40	52
Canada 🛃	-13	43	56
Chile 🟪	-13	53	66
Italy 📘	-14	36	50
Ireland 🚺	-14	44	58
Peru 📙	-15	41	56
Mexico 🚹	-16	53	69
United States	-16	50	66
Belgium 🖳	-17	36	53
France 🛄	-17	32	49
Germany 💳	-17	40	57
Poland 💳	-17	40	57
Great Britain	-18	44	62
Sweden 📒	-19	33	52
Colombia 💳	-20	35	55
Spain 🖭	-20	38	58
Norway 👭	-20	33	53
New Zealand 🐸	-21	47	66
Montenegro 💴	-24	35	59
Russia 💳	-26	31	57
Israel 🛎	-33	24	57
Turkey 🔼	-33	32	65
Saudi Arabia 📟	-43	28	71

OUT OF EVERY 100 PEOPLE

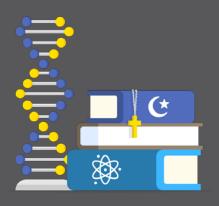
ABOUT HOW MANY DO YOU THINK

DO NOT AFFILIATE THEMSELVES WITH

ANY RELIGION?



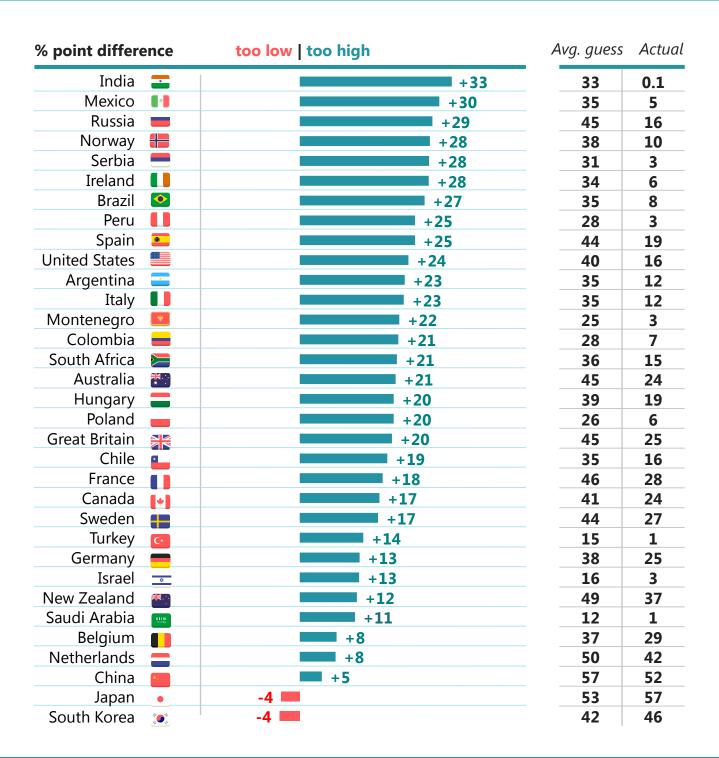




Q. Out of every 100 people, about how many do you think do not affiliate themselves with any religion – that is, atheists, agnostics and those who say they do not identify with any religion?

Across the world, people tend to over-estimate the level of non-religious people in their country.





WHAT PERCENTAGE OF

THE POPULATION DO YOU THINK

ARE IMMIGRANTS (I.E. NOT BORN IN THIS COUNTRY?)







Q. What percentage of the population do you think are immigrants (i.e. not born in this country)?

People generally overestimate the level of immigration in their country. This is particularly true in Latin America.



% point difference	too low too high	Avg. guess	Actua
Argentina 😑	+25	30	5
Brazil 📀	+25	25	0.3
South Africa 🔚	+24	29	5
Mexico 🚹	+21	22	1
Peru 🕕	+21	21	0.3
India 💳	+21	21	0.4
Russia 💳	+19	27	8
United States 📒	+19	33	14
Canada 🚹	+18	39	21
Chile 🟪	+17	19	2
Colombia 🛑	+17	17	0.3
Italy 🚺	+17	26	9
Serbia 📒	+16	22	6
France 📗	+14	26	12
Germany 📒	+14	26	12
Belgium 📘	+14	24	10
Netherlands =	+13	25	12
Great Britain 🕌	+12	25	13
New Zealand	+12	37	25
China 🔼	+11	11	0.1
Australia 🌉	+10	38	28
Hungary	+10	15	5
Sweden 😛	+9	25	16
South Korea	+8	11	3
Spain 😐	+8	22	14
Japan 👤	+8	10	2
Montenegro	+8	16	8
Poland	+7	9	2
Ireland 🚺	+7	23	16
Norway 📒	+2	16	14
Israel <u></u> <u></u>	-3	24	27
Saudi Arabia 📟	-7	24	31

OUT OF EVERY 100

YOUNG ADULTS AGED 25-34

ABOUT HOW MANY DO YOU THINK LIVE WITH THEIR PARENTS?







Q. Out of every 100 young adults aged 25-34, about how many do you think live with their parents?

All countries surveyed over-estimate the proportion of 25-34 year-olds living with their parents in their country.



% point difference		too high	Avg. guess	Actual
Great Britain		+29	43	14
Spain	i i	+25	65	40
France		+25	36	11
United States		+22	34	12
Ireland	u	+20	39	19
Sweden		+20	24	4
Belgium		+17	34	17
Norway		+15	19	4
Serbia		+14	68	54
Italy		+12	61	49
Germany		+10	27	17
Netherlands		+7	18	11
Poland		+2	46	44
Hungary		+1	49	48

HOW OLD DO YOU THINK

THE AVERAGE PERSON IN YOUR COUNTRY IS?



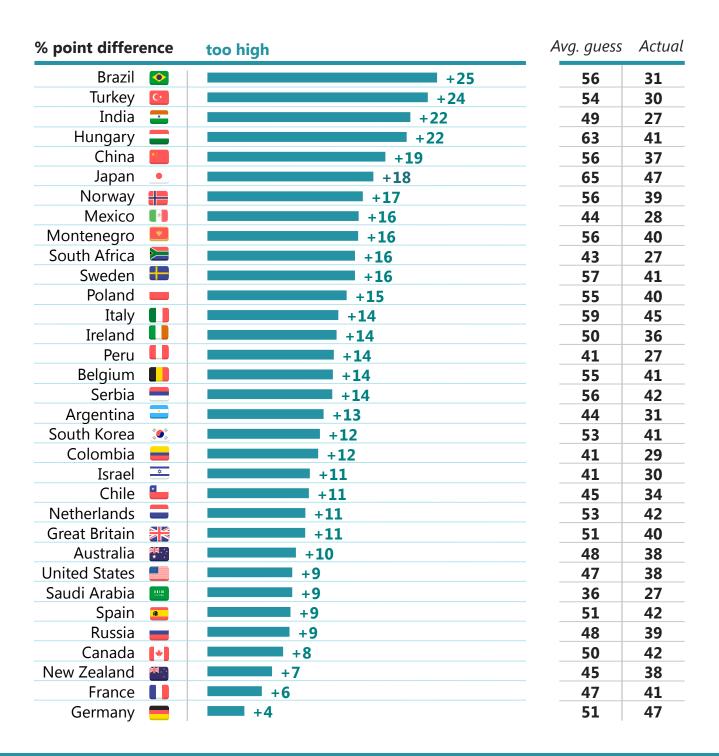




Q. How old do you think the average person in your country is?

In every country across the study, people over-estimate the average age within their country.





OUT OF EVERY 100 PEOPLE

ABOUT HOW MANY DO YOU THINK

ARE AGED 14 OR YOUNGER?







Q. Out of every 100 people, about how many do you think are aged 14 or under?

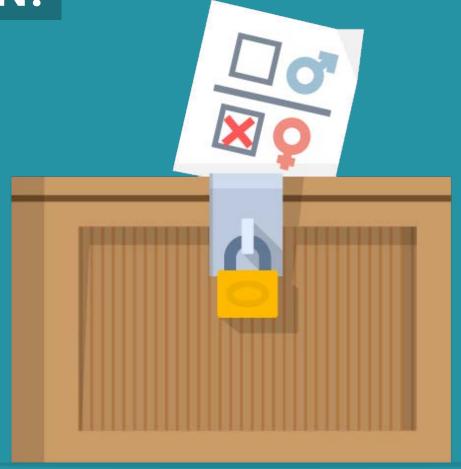
In almost every country in the study people overestimate the proportion of people aged 14 or under in their country.



% point difference	too low too high	Avg. guess	Actua
Brazil 🔼	+15	39	24
Mexico 🚹	+15	43	28
Peru 📙	+14	41	27
South Africa 🔚	+14	42	28
Hungary 💳	+13	28	15
Argentina 🚞	+13	38	25
New Zealand	+13	33	20
Colombia 💳	+13	38	25
Russia 💳	+13	29	16
Italy 💶	+12	26	14
Poland 💳	+11	26	15
Ireland 💶	+11	33	22
Chile 느	+11	32	21
Germany 💳	+11	24	13
India 💳	+11	39	28
Canada 💾	+10	26	16
Great Britain 🕌	+10	27	17
United States	+10	29	19
Australia 🐮	+9	27	18
Serbia 💳	+9	24	15
France 📘	+8	27	19
Spain 😐	+8	23	15
Montenegro 💴	+6	25	19
China 📒	+6	23	17
Netherlands 📒	+5	22	17
Turkey 🔼	+5	31	26
Sweden 📒	+4	21	17
South Korea 🏻 🤒	+4	18	14
Japan 💄	+4	17	13
Norway 👭	+4	22	18
Saudi Arabia 📟	+3	30	27
Israel 🚢	-5	23	28

WHAT PERCENTAGE OF

POLITICIANS ARE WOMEN?







Q. What percentage of politicians do you think are women?

There is a real mix of accuracy on the proportion of female politicians: a number of countries are very accurate, but others over- and underestimate significantly.



point differe Russia		too low too high	Avg. gues: 31	14
Colombia		+17		
India	<u> </u>	+17	37	20 12
Brazil	•	+11	23 18	10
		+8	22	16
Hungary		■ +2	12	10
Japan	•	■ +2	12	10
Peru		■ +2	24	22
France		+2	28	26
Jnited States		■ +2	21	19
Ireland		■ +1	17	16
	#	-2 =	38	40
Poland		-2	22	24
South Korea	"• "	-2 	14	16
China	*)	-3	21	24
Turkey	C*	-3	15	18
Canada	(*)	-3 🚾	22	25
Montenegro	*	-3 🚾	14	17
Italy		-5	26	31
Israel	*	-6	19	25
Sweden		-6	38	44
Great Britain		-6	23	29
South Africa		-8	34	42
Netherlands		-9	28	37
Germany		-9	27	36
Australia	* :	-10	17	27
Argentina		-10	26	36
Belgium		-12	27	39
Spain	<u> </u>	-12	29	41
Serbia		-14	20	34
New Zealand	*:	-14	24	38
Mexico	•	-16	26	42

OUT OF EVERY 100 WORKING-AGE

WOMEN, ABOUT HOW MANY

DO YOU THINK ARE IN EMPLOYMENT?







Q. Out of every 100 working age women, about how many do you think are in employment?

Globally, people are generally pretty accurate when estimating the proportion of working age women in employment in their country.



% point differ	ence	too low too high	Avg. guess	Actual
India	=	+16	41	25
South Africa		+12	49	37
Mexico	•	+11	56	45
Chile	*	+10	55	45
France		+ 5	66	61
Turkey	C*	■ +4	34	30
Hungary		+ 3	59	56
Argentina		+3	53	50
Russia		■ +2	67	65
China	*3	l +1	63	62
Belgium		0	58	58
United States		0	63	63
Norway		0	73	73
Serbia		-2 ▮	37	39
Colombia		-2 ▮	53	55
Poland		-3 ■	52	55
Brazil		-4 ■	52	56
Italy		-4 ■	44	48
Sweden		-4 ■	69	73
Canada	(*)	-5 💻	64	69
Ireland		-6 💻	50	56
Peru	L	-6	54	60
Montenegro	*	-7 —	41	48
Japan		-8 🚾	56	64
Great Britain		-8 💻	60	68
Spain	<u></u>	-9 📖	43	52
Netherlands		-9 🚾	59	68
Australia	*	-11	55	66
New Zealand	₩ .∵	-12	57	69
Germany		-13	57	70
South Korea	(*•)	-13	42	55
Israel	*	-29	39	68

WHAT PERCENTAGE OF PEOPLE

IN YOUR COUNTRY

LIVE IN A RURAL AREA?







Q. What percentage of people in your country live in a rural area?

People generally overestimate the proportion of people who live in rural areas in their country.

Selgium	% point difference	e too low too high	Avg. guess	Actual
Turkey ■ +29 37 8 Mexico ■ +28 49 21 Peru ■ +25 47 22 Argentina ■ +24 32 8 Chile ■ +23 34 11 France ■ +22 43 21 Netherlands +22 32 10 New Zealand +21 35 14 Brazil +19 34 15 Sweden +19 34 15 Sweden +19 34 15 Sweden +19 33 14 South Africa +17 53 36 Norway +16 36 20 United States +16 35 19 Canada +16 35 19 Canada +15 39 24 Hungary +15 39 24 Hungary +15 44 29 Israel +14 23 9 Germany +13 38	Japan 👲	+49	56	7
Mexico +28 49 21 Peru +25 47 22 Argentina +24 32 8 Chile +23 34 11 France +22 43 21 Netherlands +22 32 10 New Zealand +22 32 10 New Zealand +21 35 14 Brazil +19 34 15 Sweden +19 33 14 South Africa +19 33 14 South Africa +17 53 36 Norway +16 36 20 United States +16 35 19 Canada +16 34 18 Australia +15 26 11 Colombia +15 39 24 Hungary +15 44 29 Israel +14 23 9 Germany +13 38 25 Italy +13 34 <	Belgium 📗	+36	38	2
Peru +25 47 22 Argentina +24 32 8 Chile +23 34 11 France +22 43 21 Netherlands +22 32 10 New Zealand +21 35 14 Brazil +19 34 15 Sweden +19 33 14 South Africa +19 33 14 South Africa +19 33 14 South Africa +19 36 20 United States +16 36 20 United States +16 35 19 Canada +16 34 18 Australia +15 26 11 Colombia +15 39 24 Hungary +15 44 29 Israel +14 23 9 Germany +13 38 25 Italy +13 44 31 South Korea +12 30			37	8
Argentina	Mexico 🔢	+28	49	21
Chile +23 34 11 France +22 43 21 Netherlands +22 32 10 New Zealand +21 35 14 Brazil +19 34 15 Sweden +19 33 14 South Africa +17 53 36 Norway +16 36 20 United States +16 35 19 Canada +16 34 18 Australia +15 26 11 Colombia +15 39 24 Hungary +15 44 29 Israel +14 23 9 Germany +13 38 25 Italy +13 44 31 South Korea +12 30 18 Great Britain +12 30 18 Spail +11 32 21 Saudi Arabia +9 26 17 China +5 42		+25	47	22
France 1 +22 43 21 New Zealand 1 +21 35 14 Brazil 1 +19 34 15 Sweden 1 +19 33 14 South Africa 1+19 33 14 South Africa 1+19 33 14 South Africa 1+17 53 36 Norway 1+16 36 20 United States 1+16 35 19 Canada 1+16 34 18 Australia 1+15 26 11 Colombia 1+15 26 11 Colombia 1+15 39 24 Hungary 1+15 44 29 Israel 1+14 23 9 Germany 1+13 38 25 Italy 1+13 34 31 South Korea 1+12 30 18 Great Britain 1+1 32 21 Saudi Arabia 1+9 26	Argentina 🔤	+24	32	8
Netherlands +22 32 10 New Zealand +21 35 14 Brazil +19 34 15 Sweden +19 33 14 South Africa +17 53 36 Norway +16 36 20 United States +16 35 19 Canada +16 34 18 Australia +15 26 11 Colombia +15 39 24 Hungary +15 44 29 Israel +14 23 9 Germany +13 38 25 Italy +13 44 31 South Korea +12 30 18 Great Britain +12 30 18 Spain +11 32 21 Saudi Arabia +9 26 17 China +6 52 46 Ireland +5 42 37 Russia +4 30	Chile 🟪	+23	34	11
New Zealand 14 Brazil 14 Sweden 19 South Africa 17 South Africa 17 Norway 16 Brazil 33 Norway 16 South Africa 36 Norway 16 36 20 United States 19 Canada 16 Australia 34 Australia 34 Australia 34 Australia 34 Brazil 15 Colombia 115 Colombia 115 Brazil 39 24 39 Hungary 115 Brazil 11 Sermany 11 South Korea 11 Greamany 11 Brazil 11 South Korea 11 Great Britain 11 Spain 11 South Korea 11 Spain 11 Su	France 📘	+22	43	21
Brazil 119 34 15 Sweden 119 33 14 South Africa 117 53 36 Norway 116 36 20 United States 116 35 19 Canada 119 116 34 18 Australia 118 115 26 11 Colombia 115 39 24 Hungary 115 44 29 Israel 115 44 29 Israel 114 23 9 Germany 113 38 25 Italy 113 44 31 South Korea 112 30 18 Great Britain 112 30 18 Spain 111 32 21 Saudi Arabia 119 111 32 21 Saudi Arabia 119 111 32 21 Saudi Arabia 119 119 119 119 119 119 119 119			32	10
Sweden +19 33 14 South Africa +17 53 36 Norway +16 36 20 United States +16 35 19 Canada +16 34 18 Australia +15 26 11 Colombia +15 39 24 Hungary +15 44 29 Israel +14 23 9 Germany +13 38 25 Italy +13 44 31 South Korea +12 30 18 Great Britain +12 30 18 Great Britain +12 30 18 Spain +11 32 21 Saudi Arabia +9 26 17 China +6 52 46 Ireland +5 42 37 Russia +4 30 26 Poland -2 37 39 Montenegro -6 30			35	14
South Africa +17 53 36 Norway +16 36 20 United States +16 35 19 Canada +16 34 18 Australia +15 26 11 Colombia +15 39 24 Hungary +15 44 29 Israel +14 23 9 Germany +13 38 25 Italy +13 44 31 South Korea +12 30 18 Great Britain +12 30 18 Spain +11 32 21 Saudi Arabia +9 26 17 China +6 52 46 Ireland +5 42 37 Russia +4 30 26 Poland -2 37 39 Montenegro -6 30 36 Serbia -10 35 45			34	15
Norway +16 36 20 United States +16 35 19 Canada +16 34 18 Australia +15 26 11 Colombia +15 39 24 Hungary +15 44 29 Israel +14 23 9 Germany +13 38 25 Italy +13 44 31 South Korea +12 30 18 Great Britain +12 30 18 Spain +9 26 17 China +6 52 46 Ireland +5 42 37 Russia +4 30 26	Sweden 🖶	+19	33	14
United States +16 35 19 Canada +16 34 18 Australia +15 26 11 Colombia +15 39 24 Hungary +15 44 29 Israel +14 23 9 Germany +13 38 25 Italy +13 44 31 South Korea +12 30 18 Great Britain +12 30 18 Spain +11 32 21 Saudi Arabia +9 26 17 China +6 52 46 Ireland +5 42 37 Russia +4 30 26 Poland -2 37 39 Montenegro -6 30 36 Serbia -10 35 45	South Africa 🗧	+17	53	36
Canada 116 34 18 Australia 115 26 11 Colombia 115 39 24 Hungary 115 44 29 Israel 114 23 9 Germany 113 38 25 Italy 113 44 31 South Korea 112 30 18 Great Britain 112 30 18 Spain 111 32 21 Saudi Arabia 111 32 21 Saudi Arabia 114 32 21 Saudi Arabia 115 42 37 Russia 114 30 26 17 China 115 42 37 37 39 Montenegro 115 115 115 30 36 Serbia 110 115 35 45	Norway 🟪	+16	36	20
Australia ■ +15 26 11 Colombia ■ +15 39 24 Hungary ■ +15 44 29 Israel ■ +14 23 9 Germany ■ +14 23 9 Germany ■ +13 38 25 Italy ■ +13 44 31 South Korea ■ +12 30 18 Great Britain ■ +12 30 18 Spain ■ +11 32 21 Saudi Arabia ■ +9 26 17 China ■ +6 52 46 Ireland ■ +5 42 37 Russia ■ +4 30 26 Poland -2 37 39 Montenegro -6 30 36 Serbia -10 35 45			35	19
Colombia +15 39 24 Hungary +15 44 29 Israel +14 23 9 Germany +13 38 25 Italy +13 44 31 South Korea +12 30 18 Great Britain +12 30 18 Spain +11 32 21 Saudi Arabia +9 26 17 China +6 52 46 Ireland +5 42 37 Russia +4 30 26 Poland -2 37 39 Montenegro -6 30 36 Serbia -10 35 45	Canada 比	+16	34	18
Hungary +15 44 29 Israel +14 23 9 Germany +13 38 25 Italy +13 44 31 South Korea +12 30 18 Great Britain +12 30 18 Spain +12 30 18 Spain +11 32 21 Saudi Arabia +9 26 17 China +6 52 46 Ireland +5 42 37 Russia +4 30 26 Poland -2 37 39 Montenegro -6 30 36 Serbia -10 35 45	Australia 鼈	+15	26	11
Israel ■ +14 23 9 Germany ■ +13 38 25 Italy ■ +13 44 31 South Korea ■ +12 30 18 Great Britain ■ +12 30 18 Spain ■ +11 32 21 Saudi Arabia ■ +9 26 17 China ■ +6 52 46 Ireland ■ +5 42 37 Russia ■ +4 30 26 Poland -2 ■ 37 39 Montenegro -6 ■ 30 36 Serbia -10 35 45	Colombia 💳	+15	39	24
Germany +13 38 25 Italy +13 44 31 South Korea +12 30 18 Great Britain +12 30 18 Spain +11 32 21 Saudi Arabia +9 26 17 China +6 52 46 Ireland +5 42 37 Russia +4 30 26 Poland -2 37 39 Montenegro -6 30 36 Serbia -10 35 45	Hungary =	+15	44	29
Italy +13 44 31 South Korea +12 30 18 Great Britain +12 30 18 Spain +11 32 21 Saudi Arabia +9 26 17 China +6 52 46 Ireland +5 42 37 Russia +4 30 26 Poland -2 37 39 Montenegro -6 30 36 Serbia -10 35 45	Israel 🛎	+14	23	9
South Korea ■ +12 30 18 Great Britain ■ +12 30 18 Spain ■ +12 30 18 Spain ■ +11 32 21 Saudi Arabia ■ +9 26 17 China ■ +6 52 46 Ireland ■ +5 42 37 Russia ■ +4 30 26 Poland -2 ■ 37 39 Montenegro -6 ■ 30 36 Serbia -10 ■ 35 45	Germany 📒	+13	38	25
Great Britain ■ +12 30 18 Spain ■ +11 32 21 Saudi Arabia ■ +9 26 17 China ■ +6 52 46 Ireland ■ +5 42 37 Russia ■ +4 30 26 Poland -2 ■ 37 39 Montenegro -6 ■ 30 36 Serbia -10 ■ 35 45	Italy 📘	+13	44	31
Spain ■ +11 32 21 Saudi Arabia ■ +9 26 17 China ■ +6 52 46 Ireland ■ +5 42 37 Russia ■ +4 30 26 Poland -2 ■ 37 39 Montenegro -6 ■ 30 36 Serbia -10 ■ 35 45	South Korea 🧶	+12	30	18
Spain ■ +11 32 21 Saudi Arabia +9 26 17 China +6 52 46 Ireland +5 42 37 Russia +4 30 26 Poland -2 37 39 Montenegro -6 30 36 Serbia -10 35 45	Great Britain 🕌	+12	30	18
China ■ +6 52 46 Ireland ■ +5 42 37 Russia ■ +4 30 26 Poland -2 ■ 37 39 Montenegro -6 ■ 30 36 Serbia -10 ■ 35 45			32	21
Ireland ■ +5 42 37 Russia ■ +4 30 26 Poland -2 ■ 37 39 Montenegro -6 ■ 30 36 Serbia -10 ■ 35 45	Saudi Arabia 📟	+9	26	17
Russia	China 📒	■ +6	52	46
Poland -2	Ireland 📘	■ +5	42	37
Montenegro -6 ■ 30 36 Serbia -10 ■ 35 45	Russia 💳	■ +4	30	26
Serbia -10 -35 45	Poland —	-2 ▮	37	39
Serbia -10 -35 45	Montenegro 🖳	-6 ■	30	36
		-10 💻	35	45
· ·	India 🔤	-13	55	68



OUT OF EVERY 100 PEOPLE

ABOUT HOW MANY DO YOU THINK

HAVE ACCESS TO THE INTERNET AT HOME EITHER THROUGH A COMPUTER OR

MOBILE DEVICE?







Q. Out of every 100 people, about how many do you think have access to the internet at home either through a computer or mobile device?

People in developing countries tend to overestimate the proportion of people who have internet access while in more developed countries the opposite is true.



India	% point differe	ence	too low too high	Avg. guess	Actua
China +26 72 Turkey +21 68 South Africa +21 55 Mexico +20 64 Brazil +19 72 Colombia +18 70 Serbia +18 70 Serbia +16 72 Italy +15 75 Argentina +13 73 Chile +11 77 Montenegro +10 74 Poland +9 76 Russia +3 73 Spain +9 76 Saudi Arabia +1 60 Germany -3 84 Sweden -4 85 Hungary -4 85 Hungary -4 85 Norway -6 80 Belgium -7 78 Australia 82 Great Britain 83 South Korea -9 83 Netherlands -10 86	India	<u> </u>	+41	60	19
Turkey	Peru		+28	69	41
South Africa	China	*)	+26	72	46
Mexico 1 +20 64 Brazil +19 72 Colombia +18 70 Serbia +16 72 Italy +15 75 Argentina +15 75 Argentina +13 73 Chile +11 77 Montenegro +10 74 Poland +9 76 Russia +3 73 Spain +9 76 Saudi Arabia +1+1 60 Germany -3 84 Sweden -4 85 Hungary -4 70 Ireland -5 77 France -6 80 Norway -6 90 Belgium -7 78 Australia -8 82 Great Britain -9 83 South Korea -9 83 Netherlands -10 86 United States -11 76 New Zealand </td <td>Turkey</td> <td>C*</td> <td>+21</td> <td>68</td> <td>47</td>	Turkey	C*	+21	68	47
Brazil	South Africa		+21	55	34
Colombia +18 70 Serbia +16 72 Italy +15 75 Argentina +13 73 Chile +11 77 Montenegro +10 74 Poland +9 76 Russia +3 73 Spain +2 76 Saudi Arabia +1 60 Germany -3 84 Sweden -4 85 Hungary -4 70 Ireland -5 77 France -6 80 Norway -6 90 Belgium -7 78 Australia -8 82 Great Britain -9 83 Netherlands -10 86 United States -11 76 New Zealand -12 80 Canada -12 81 Japan -12 74	Mexico		+20	64	44
Serbia +16 72 Italy +15 75 Argentina +13 73 Chile +11 77 Montenegro +10 74 Poland +9 76 Russia +3 73 Spain +3 73 Spain +3 73 Spain +2 76 Saudi Arabia +1 60 Germany -3 84 Sweden -4 85 Hungary -4 85 Hungary -4 70 Ireland -5 77 France -6 80 Norway -6 90 Belgium -7 78 Australia -8 82 Great Britain -9 81 South Korea -9 83 Netherlands -10 86 United States -11 76 New Zealand -12 80 Canada -12	Brazil	•	+19	72	53
Italy +15 75 Argentina +13 73 Chile +11 77 Montenegro +10 74 Poland +9 76 Russia +3 73 Spain +2 76 Saudi Arabia +1 60 Germany -3 84 Sweden -4 85 Hungary -4 70 Ireland -5 77 France -6 80 Norway -6 80 Rustralia -8 82 Great Britain -9 81 South Korea -9 83 Netherlands -10 86 United States -11 76 New Zealand -12 80 Canada -12 81 Japan -12 74	Colombia		+18	70	52
Argentina	Serbia		+16	72	56
Chile 11 77 Montenegro 110 74 Poland 19 76 Russia 143 73 Spain 1+2 76 Saudi Arabia 1+1 60 Germany 31 84 Sweden 34 85 Hungary 34 34 Sweden 34 34 Sweden 34 35 Hungary 34 36 Ireland 35 36 Norway 34 36 Norway 34 36 Belgium 35 36 Australia 36 36 Great Britain 36 37 South Korea 36 37 Netherlands 36 37 United States 37 37 New Zealand 36 37 Australia 36 37 Australia 37 37 Australia 37 37 Australia 37 <td>Italy</td> <td></td> <td>+15</td> <td>75</td> <td>60</td>	Italy		+15	75	60
Montenegro □ +10 74 Poland □ +9 76 Russia □ +3 73 Spain □ +2 76 Saudi Arabia □ +1 60 Germany -3 □ 84 Sweden -4 □ 85 Hungary -4 □ 70 Ireland □ -5 □ 77 France □ 6 □ 80 Norway □ -6 □ 90 Belgium □ -7 □ 78 Australia □ -8 □ 82 Great Britain □ -9 □ 81 South Korea □ -9 □ 83 Netherlands □ -10 □ 86 United States □ -11 □ 80 Canada □ -12 □ 81 Japan □ -12 □ 74	Argentina		+13	73	60
Poland → +9 76 Russia → +3 73 Spain → +2 76 Saudi Arabia → +1 60 Germany → -3 84 Sweden → 4 85 Hungary → 4 70 Ireland → 5 77 France → 6 80 Norway → 6 90 Belgium → 7 78 Australia → 8 82 Great Britain → 9 81 South Korea → 9 83 Netherlands → 10 86 United States → 11 76 New Zealand → 12 80 Canada → 12 81 Japan → 12 74	Chile		+11	77	66
Russia +3 73 Spain 1+2 76 Saudi Arabia 1+1 60 Germany -3 84 Sweden -4 85 Hungary -4 70 Ireland -5 77 France -6 80 Norway -6 90 Belgium -7 78 Australia -8 82 Great Britain -9 81 South Korea -9 83 Netherlands -10 86 United States -11 76 New Zealand -12 80 Canada -12 81 Japan -12 74	Montenegro	*	+10	74	64
Spain □ +2 76 Saudi Arabia □ +1 60 Germany -3 □ 84 Sweden -4 □ 85 Hungary -4 □ 70 Ireland □ -5 □ 77 France □ -6 □ 80 Norway □ -6 □ 90 Belgium □ -7 □ 78 Australia □ -8 □ 82 Great Britain □ -9 □ 81 South Korea □ -9 □ 83 Netherlands □ -10 □ 86 United States □ -11 □ 80 Canada □ -12 □ 81 Japan □ -12 □ 81	Poland		+9	76	67
Saudi Arabia I+1 60 Germany -3 ■ 84 Sweden -4 ■ 85 Hungary -4 ■ 70 Ireland -5 ■ 77 France -6 ■ 80 Norway -6 ■ 90 Belgium -7 ■ 78 Australia -8 ■ 82 Great Britain -9 ■ 81 South Korea -9 ■ 83 Netherlands -10 ■ 86 United States -11 ■ 76 New Zealand -12 ■ 80 Canada -12 ■ 81 Japan -12 ■ 74	Russia		+3	73	70
Germany -3 84 Sweden -4 85 Hungary -4 70 Ireland -5 77 France -6 80 Norway -6 90 Belgium -7 78 Australia -8 82 Great Britain -9 81 South Korea -9 83 Netherlands -10 86 United States -11 76 New Zealand -12 80 Canada -12 81 Japan -12 74	Spain	i	I +2	76	74
Sweden -4 85 Hungary -4 70 Ireland -5 77 France -6 80 Norway -6 90 Belgium -7 78 Australia -8 82 Great Britain -9 81 South Korea -9 83 Netherlands -10 86 United States -11 76 New Zealand -12 80 Canada -12 81 Japan -12 74	Saudi Arabia		l + 1	60	59
Hungary -4 70 Ireland -5 77 France -6 80 Norway -6 90 Belgium -7 78 Australia -8 82 Great Britain -9 81 South Korea -9 83 Netherlands -10 86 United States -11 76 New Zealand -12 80 Canada -12 81 Japan -12 74	Germany		-3 ■	84	87
Ireland -5 77 France -6 80 Norway -6 90 Belgium -7 78 Australia -8 82 Great Britain -9 81 South Korea -9 83 Netherlands -10 86 United States -11 76 New Zealand -12 80 Canada -12 81 Japan -12 74	Sweden		-4 ■	85	89
France -6 80 Norway -6 90 Belgium -7 78 Australia -8 82 Great Britain -9 81 South Korea -9 83 Netherlands -10 86 United States -11 76 New Zealand -12 80 Canada -12 81 Japan -12 74	Hungary		-4 ■	70	74
Norway -6 90 Belgium -7 78 Australia -8 82 Great Britain -9 81 South Korea -9 83 Netherlands -10 86 United States -11 76 New Zealand -12 80 Canada -12 81 Japan -12 74	Ireland		-5 ■	77	82
Belgium -7 78 Australia -8 82 Great Britain -9 81 South Korea -9 83 Netherlands -10 86 United States -11 76 New Zealand -12 80 Canada -12 81 Japan -12 74	France		-6 💻	80	86
Australia -8 82 Great Britain -9 81 South Korea -9 83 Netherlands -10 86 United States -11 76 New Zealand -12 80 Canada -12 81 Japan -12 74	Norway	#	-6 💻	90	96
Great Britain -9 81 South Korea -9 83 Netherlands -10 86 United States -11 76 New Zealand -12 80 Canada -12 81 Japan -12 74	Belgium		-7 =	78	85
South Korea -9 83 Netherlands -10 86 United States -11 76 New Zealand -12 80 Canada -12 81 Japan -12 74	Australia	*	-8 🚃	82	90
South Korea -9 83 Netherlands -10 86 United States -11 76 New Zealand -12 80 Canada -12 81 Japan -12 74	Great Britain		-9 🔤	81	90
United States -11 76 New Zealand -12 80 Canada -12 81 Japan -12 74	South Korea		-9 🔤	83	92
New Zealand -12 80 Canada -12 81 Japan -12 74	Netherlands		-10	86	96
Canada • 12 81 Japan -12 74	United States		-11	76	87
Japan • -12 74	New Zealand	## · · ·	-12	80	92
	Canada	(+)	-12	81	93
Israel = -16 -16 -60	Japan		-12	74	86
	Israel	*	-16	60	76

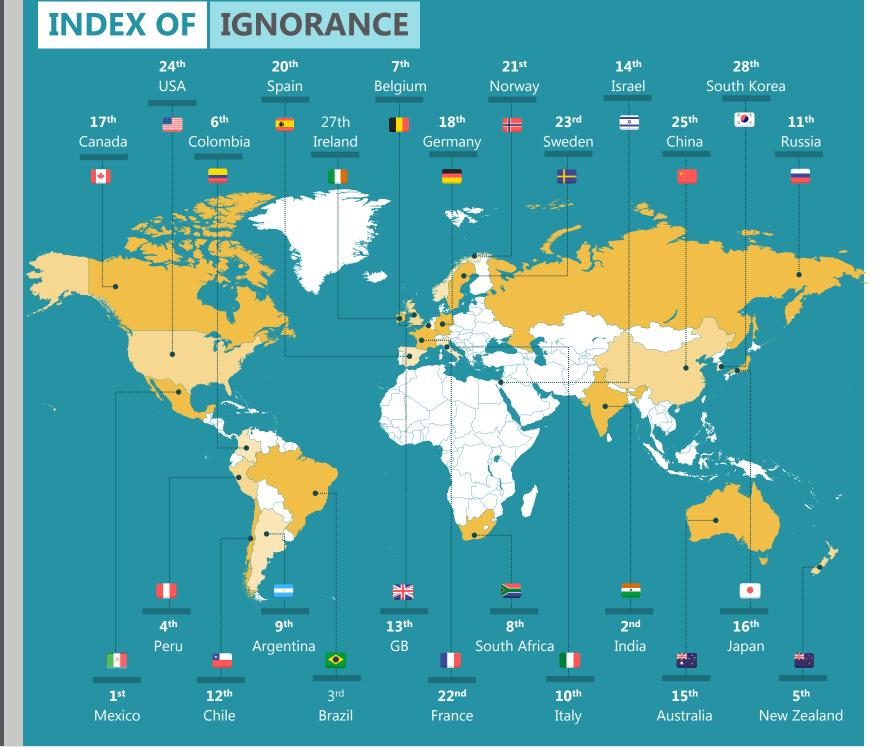
Looking across all questions, we have calculated a measure of how accurate the population of each country is.

This gives us our "Index of Ignorance"



(least accurate at top) Rank Country Mexico India Brazil Peru New Zealand Colombia Belgium South Africa Argentina 10 Italy 11 Russia 12 Chile 13 **Great Britain** Israel 14 Australia **15** 16 Japan **17** Canada 18 Germany Netherlands 19 20 Spain 21 Norway 22 France Sweden 23 **United States** 24 China 25 Poland 26 27 Ireland 28 **South Korea**

Ipsos



- These are the findings of the Ipsos Perils of Perception Survey. 25,556 interviews were conducted between October 1st October 16th 2015.
- The survey was conducted in 33 countries around the world. The following countries used the Ipsos Online Panel system: Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Hungary, India, Israel, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Great Britain, Turkey and the United States of America. In Ireland a telephone (CATI) methodology was used. In Serbia and Montenegro a face-to-face (CAPI) methodology was used.
- Approximately 1000+ individuals were surveyed in Australia, Brazil, Canada, China, France, Germany, Ireland, Italy, Japan, Serbia, Spain, Great Britain Montenegro, the Netherlands, Sweden, Norway and the United States of America. Approximately 500+ individuals were surveyed in the remaining countries.
- 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.
- For a full list of sources of actual data, please see here





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