



PERILS OF PERCEPTION 2018

PERCEPTIONS

ARE ***NOT***

REALITY...

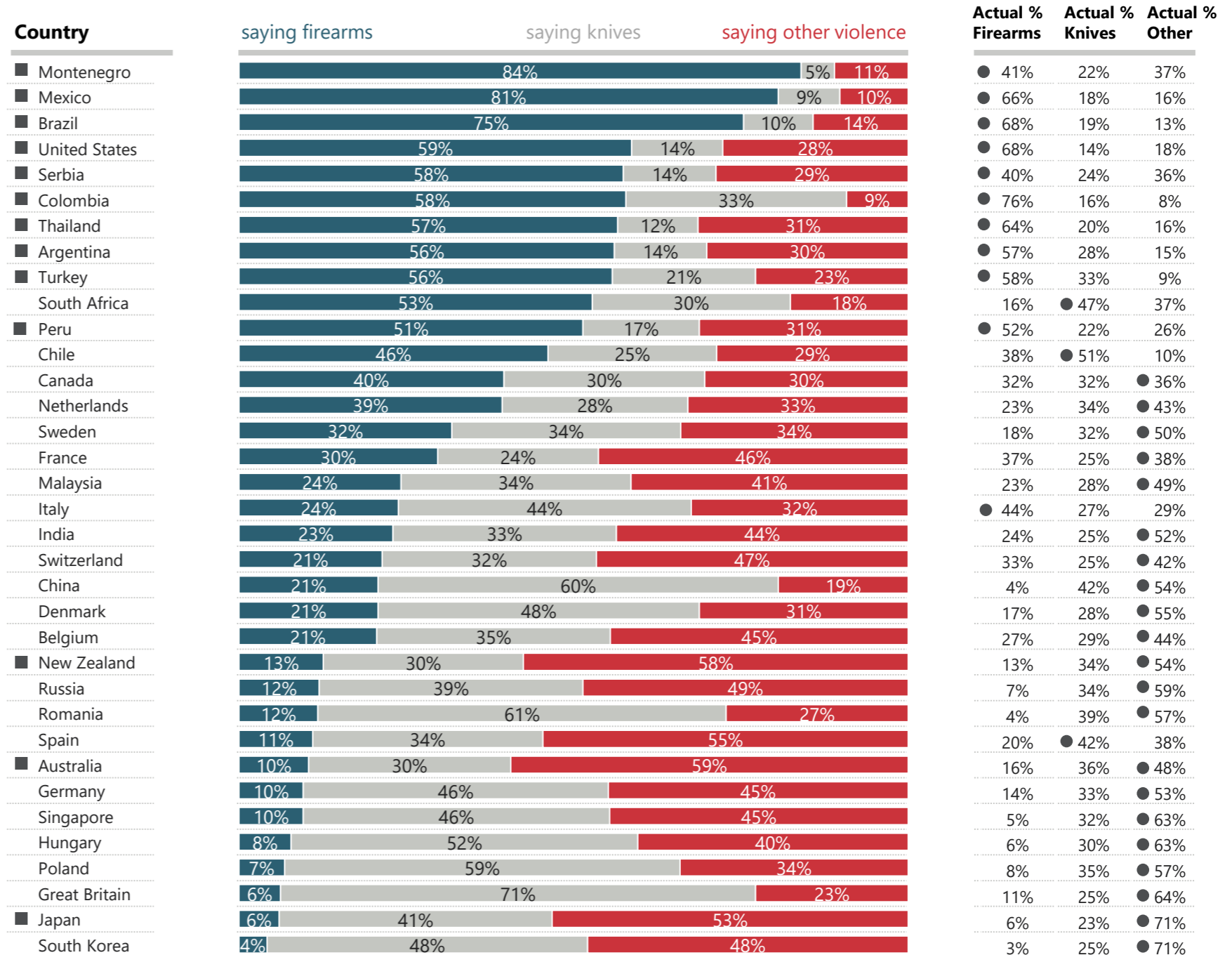
These are the latest findings from the Ipsos **Perils of Perception** survey. The results highlight how wrong people across **37 countries** are about some key issues and features of the population in their country.



CRIME

Q. Thinking about people who are killed by other people, in [COUNTRY] in 2015, do you think more people were killed by firearms, sharp objects such as knives or other physical violence? Choose the one option that you think resulted in the most deaths

Many countries correctly guess the most common cause of death through interpersonal violence, though some countries such as Great Britain, South Africa and Italy are very wrong.



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

■ Majority guessed correctly

● Highest percentage

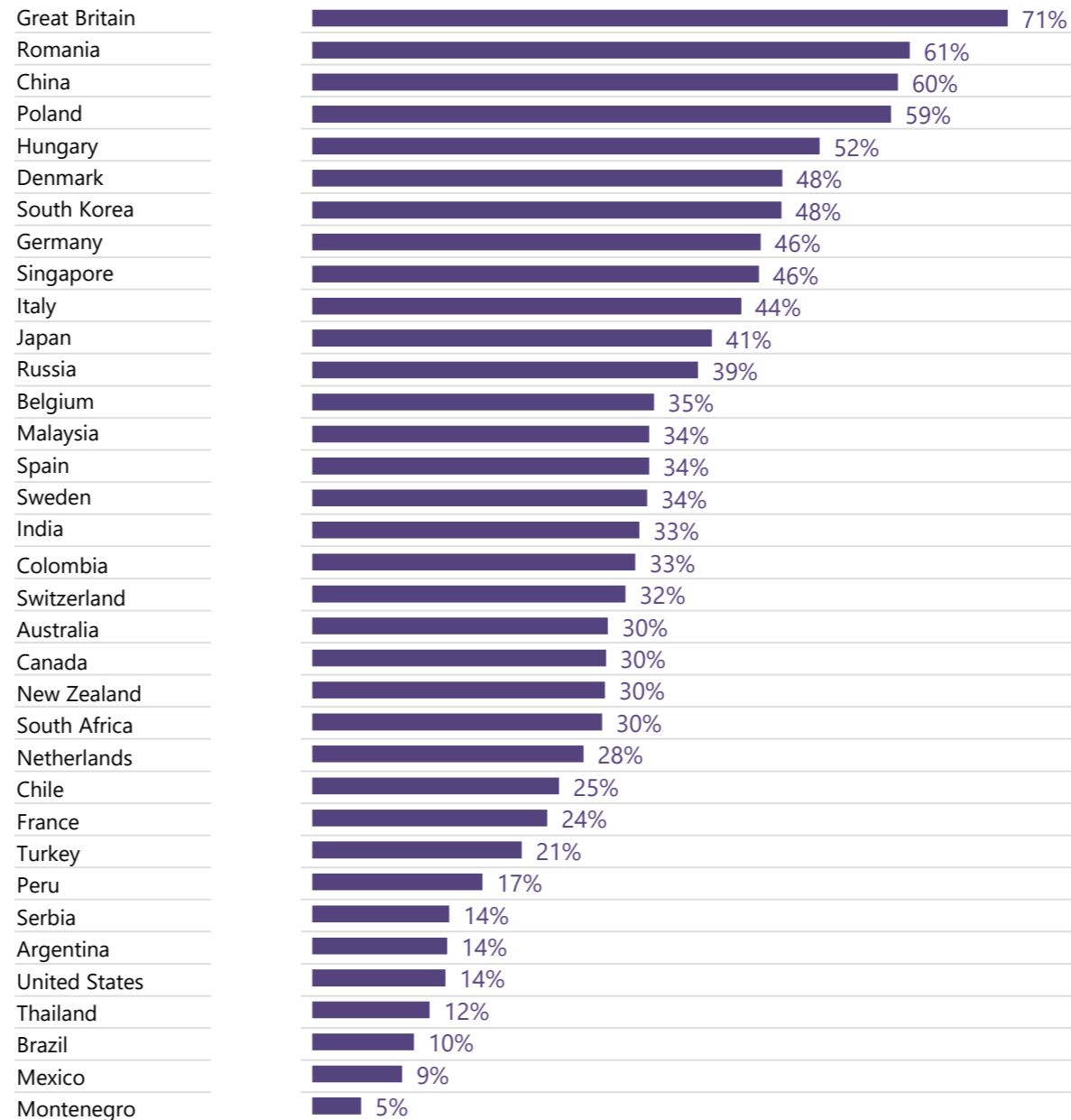
Q. Thinking about people who are killed by other people, in [COUNTRY] in 2015, do you think more people were killed by firearms, sharp objects such as knives or other physical violence? Choose the one option that you think resulted in the most deaths

In Great Britain, when asked if most deaths results from firearms, knives or other violence, 71% of people said knives. This is the highest guess for knives in any country. In reality, 'other physical violence' accounted for most deaths (64%) in Great Britain.

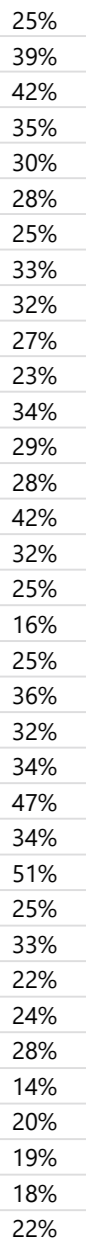


Country

% Guessing knives as the biggest cause of death



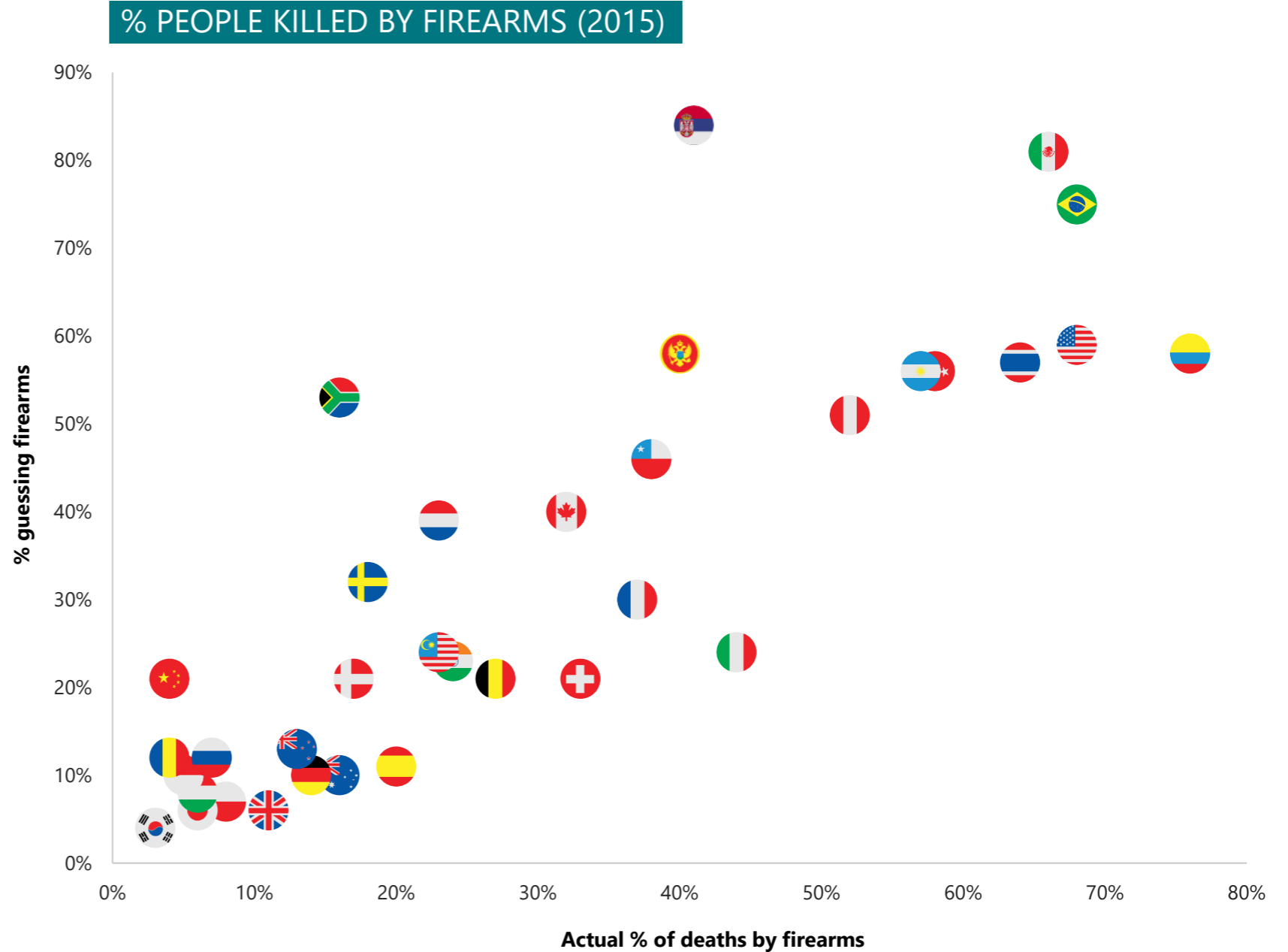
Actual % of deaths caused by knives or sharp objects



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

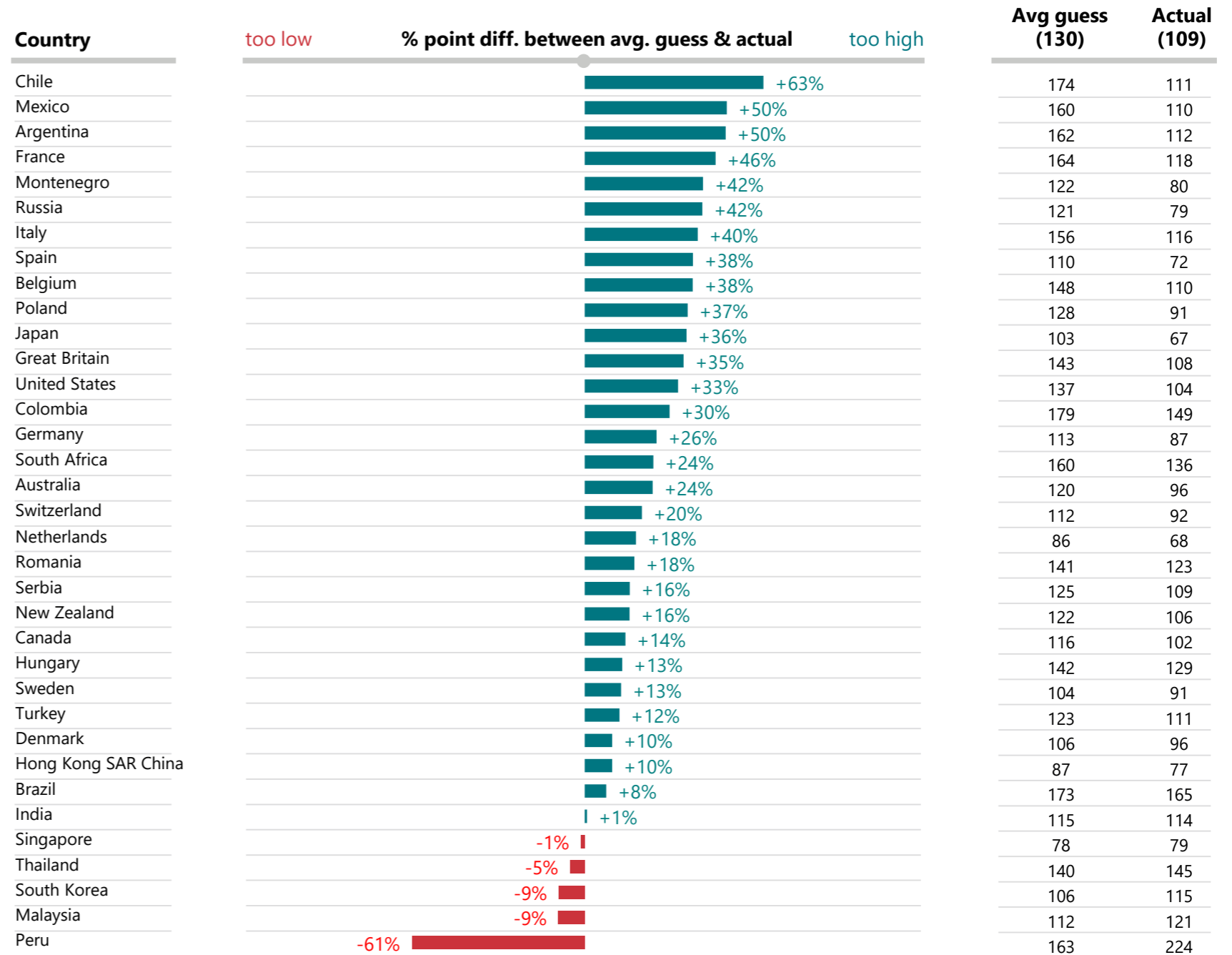
Q. Thinking about people who are killed by other people, in [COUNTRY] in 2015, do you think more people were killed by firearms, sharp objects such as knives or other physical violence? Choose the one option that you think resulted in the most deaths

In countries with high levels of deaths by firearms, people tend to guess correctly. Though in places like the US and Colombia, the public still underestimate the level of gun violence relative to other forms of interpersonal violence.



Q. What do you think the occupancy level of prisons in [COUNTRY] is? By occupancy level, we mean, how full do you think prisons in your country are, with 0 being empty, 100 being full and 200 being at double the capacity

The majority of countries think prisons are even more crowded than they actually are with nearly every country guessing over 100% capacity.



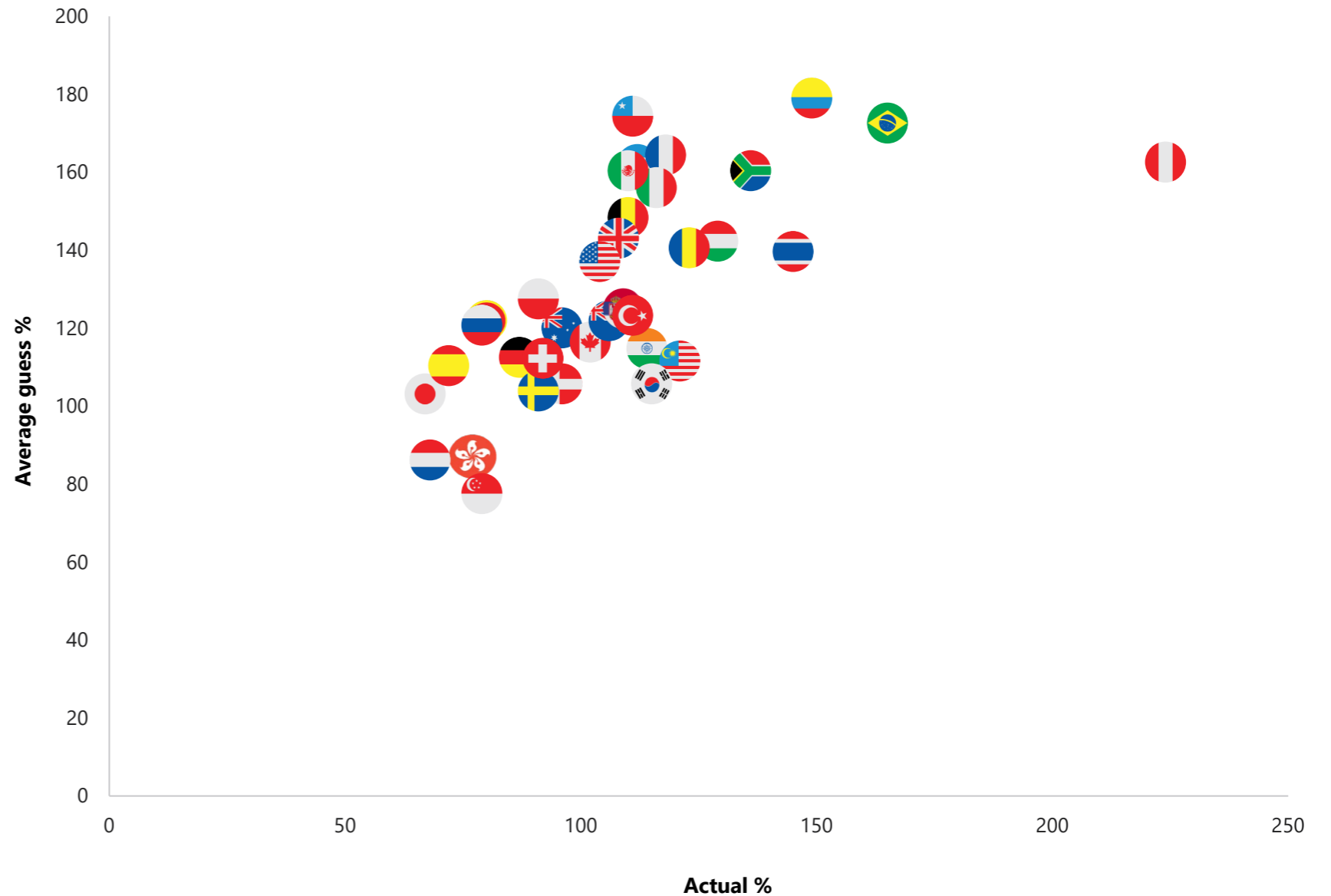
Please see <http://perils.ipsos.com/> for full details of all sources.

Q. What do you think the occupancy level of prisons in [COUNTRY] is? By occupancy level, we mean, how full do you think prisons in your country are, with 0 being empty, 100 being full and 200 being at double the capacity

Countries with higher levels of prison over-crowding tend to have higher estimates of the level of over-crowding too.



PRISON OVERCROWDING (100% = FULL CAPACITY)

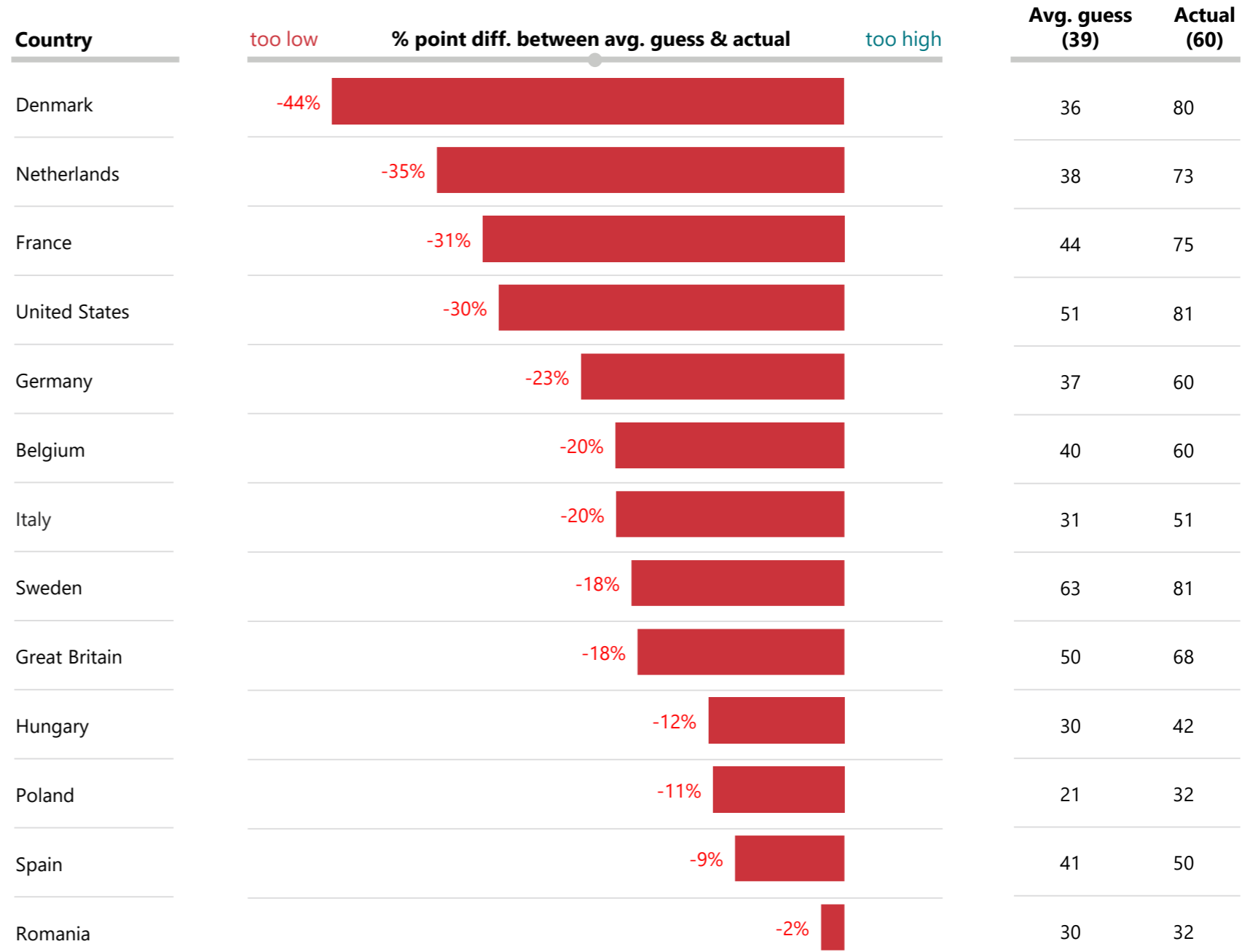


A woman with long dark hair is sitting in the driver's seat of a car, looking back over her right shoulder with a serious expression. In the passenger seat, a man wearing a plaid shirt is looking towards her. The scene is lit with a strong blue and purple color cast, creating a dramatic and somewhat tense atmosphere. The text 'SEXUAL HARASSMENT' is overlaid in a white box with purple text in the center of the image.

SEXUAL HARASSMENT

Q. Out of every 100 women in [COUNTRY] how many do you think say they have experienced any form of sexual harassment *since the age of 15?

All countries underestimate levels of sexual harassment in their country. In Denmark, the Netherlands, France and the US we see the greatest underestimates.



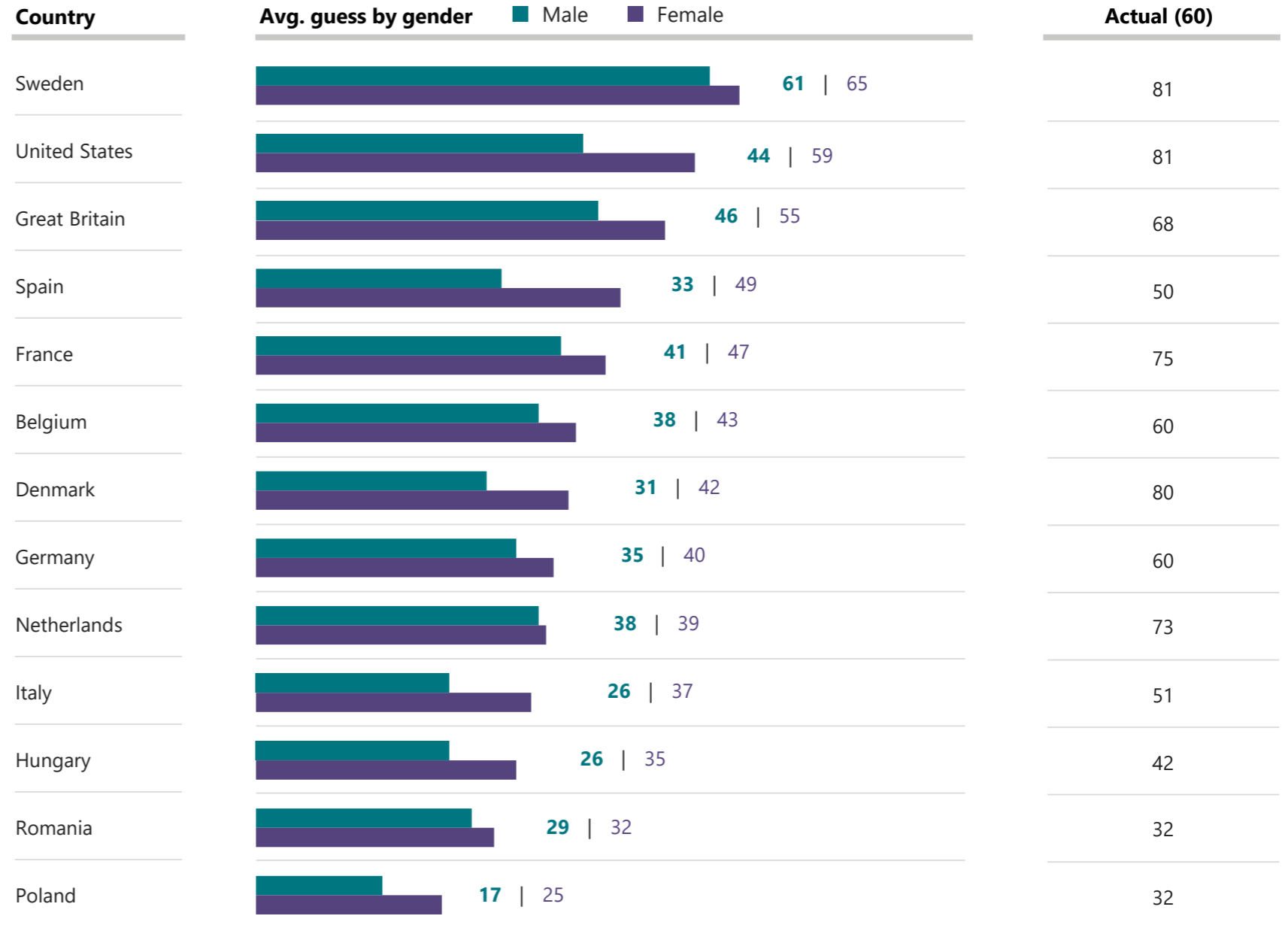
Please see <http://perils.ipsos.com/> for full details of all sources.

**For the USA 'since the age of 15?' was not included in the question wording due to the definition of the actual source*



Q. Out of every 100 women in [COUNTRY] how many do you think say they have experienced any form of sexual harassment *since the age of 15?

In every country, males guess lower than females for the levels of sexual harassment women have experienced.



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

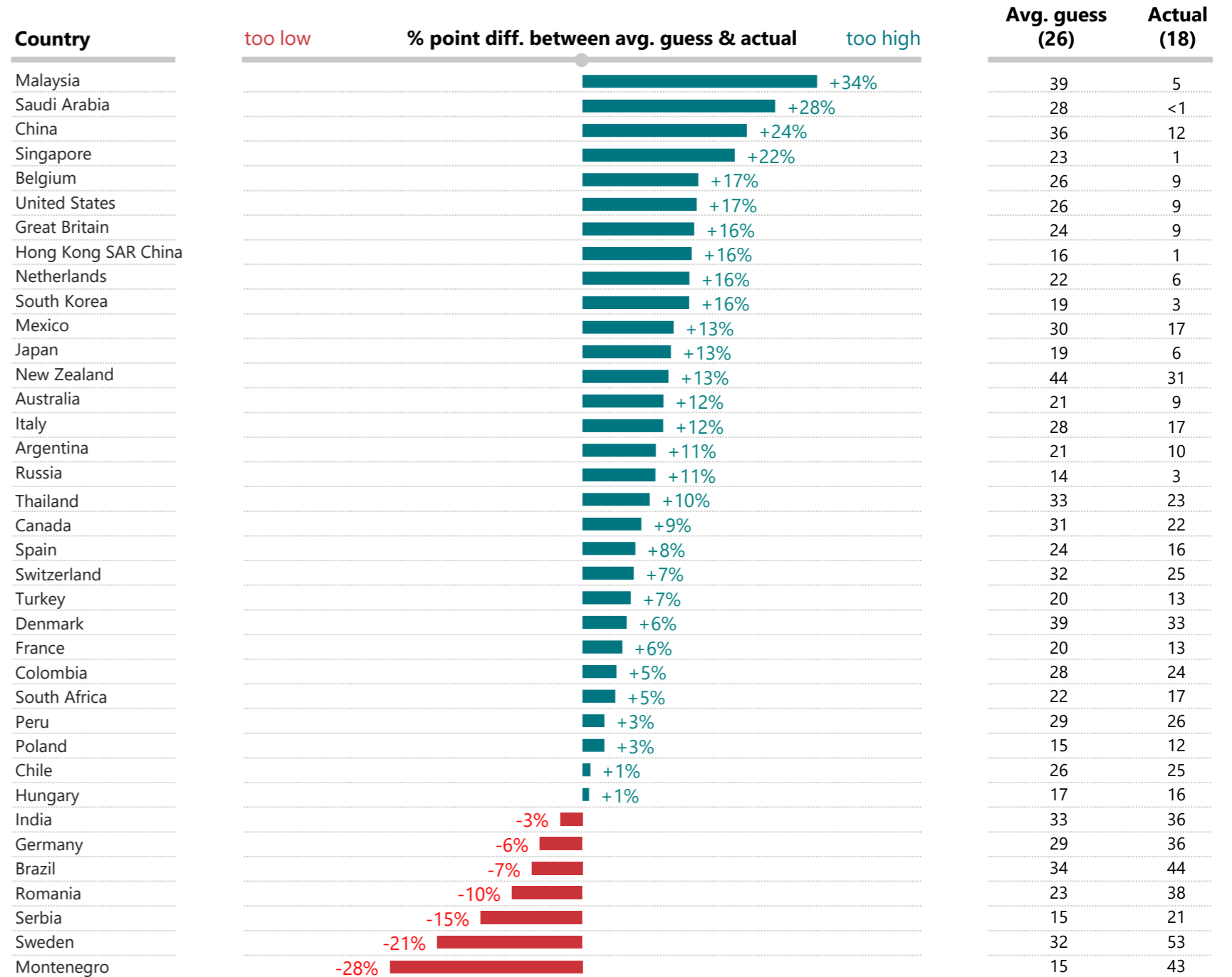
*For the USA 'since the age of 15?' was not included in the question wording due to the definition of the actual source



ENVIRONMENT

Q. What percentage of total energy consumed in [COUNTRY] comes from renewable sources? Renewable sources can be defined as those that are not depleted when used, such as wind or solar power.

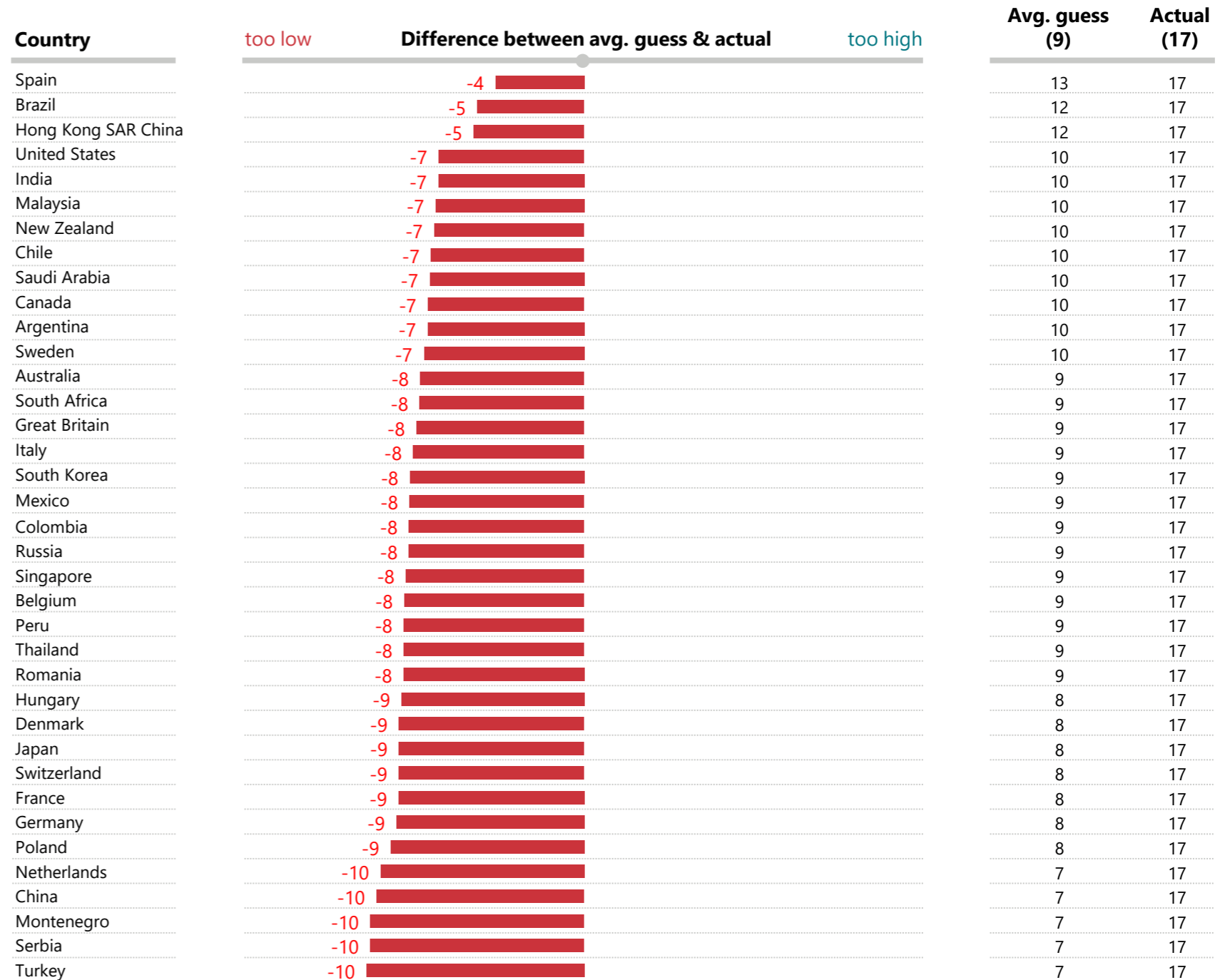
The majority of countries overestimate the amount of energy used that comes from renewable sources.



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

Q. The World Meteorological Organization collects annual global temperatures, to see whether they are rising or falling across the world. How many of the last 18 years have been the hottest for the world as a whole since they began collecting data in 1961?

Every country underestimates how many of the past 18 years have been the hottest since 1961.



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

SEX



Q. On average, how many times do you think **women aged 18-29 in [COUNTRY] have had sex in the past 4 weeks?**

Across most countries we hugely overestimate the amount of sex young women are having.

Country	Difference between avg. guess & actual	Avg. guess (20)	Actual* (5)
Mexico	25	29	4
India	24	27	3
Brazil	24	29	5
Italy	24	29	5
Colombia	20	26	6
Spain	18	24	6
South Africa	18	22	4
Peru	17	23	6
France	16	21	5
Argentina	15	21	6
Canada	14	19	5
Hungary	11	18	7
United States	11	15	4
Germany	11	16	5
Australia	10	14	4
Great Britain	9	13	4
China	8	14	6
Sweden	8	11	3
Turkey	7	10	3

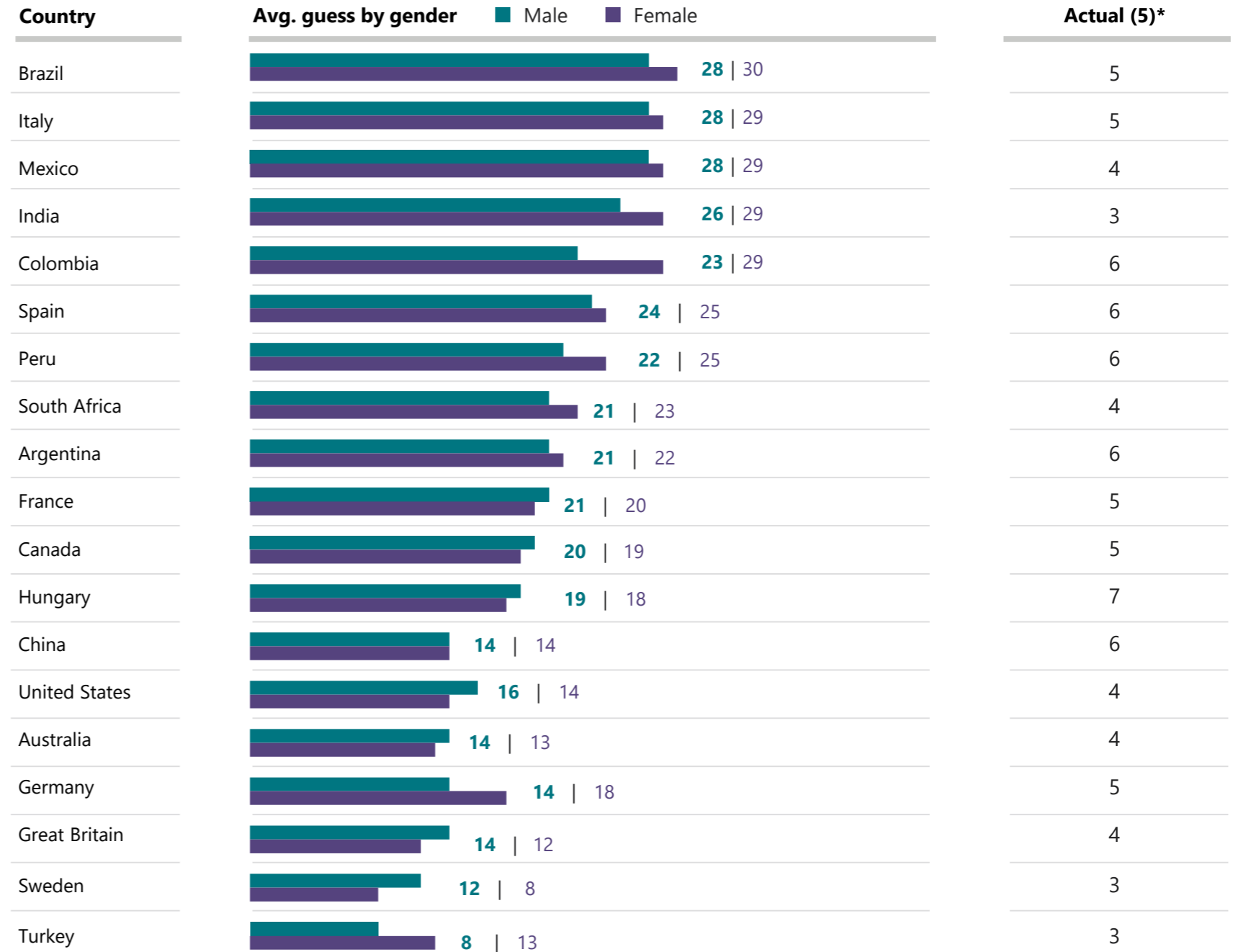
Please see <http://perils.ipsos.com/> for full details of all sources.

*Taking into account the small base sizes for the 'actual' data used, even when factoring in the margin of error there is a clear overestimation for sexual activity across the study



Q. On average, how many times do you think **women** aged 18-29 in [COUNTRY] have had sex in the past 4 weeks?

Both sexes overestimate the number of times young women are having sex every 4 weeks.



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

*Taking into account the small base sizes for the 'actual' data used, even when factoring in the margin of error there is a clear overestimation for sexual activity across the study

Q. On average, how many times do you think **men** aged 18-29 in [COUNTRY] have had sex in the past 4 weeks?

Most countries hugely overestimate the number of times young men are having sex every 4 weeks.

Country	Difference between avg. guess & actual	Avg. guess (22)	Actual* (6)
India	29	32	3
Mexico	25	31	6
Colombia	23	29	6
Brazil	22	29	7
Italy	22	29	7
Peru	22	27	5
South Africa	19	25	6
Spain	19	24	5
France	18	23	5
Argentina	15	22	7
Canada	15	20	5
Hungary	15	22	7
Australia	12	16	4
United States	12	17	5
Germany	11	16	5
China	10	16	6
Turkey	10	15	5
Great Britain	9	14	5
Sweden	5	12	7

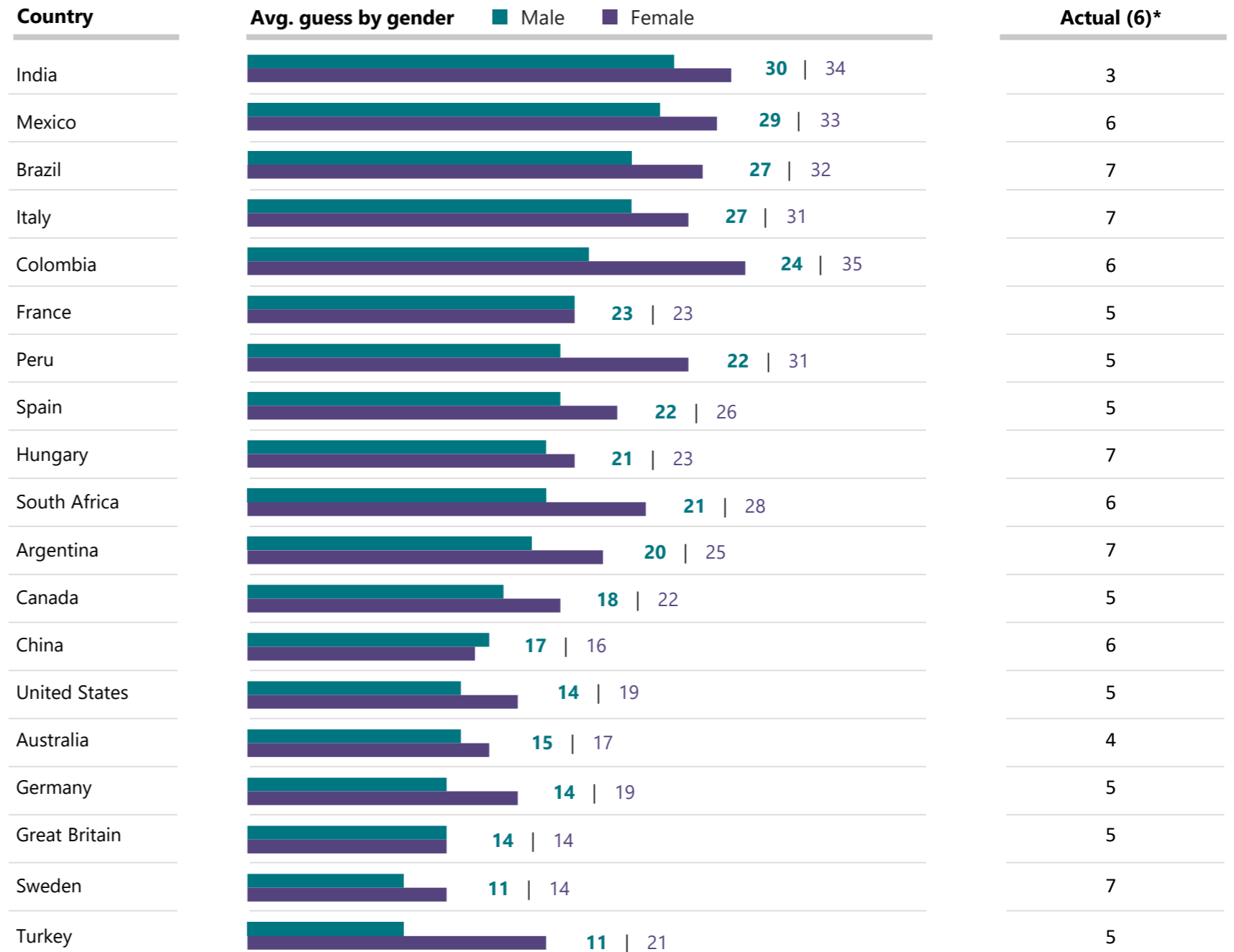
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Q. On average, how many times do you think **men** aged 18-29 in [COUNTRY] have had sex in the past 4 weeks?

Men and women both overestimate how often young men are having sex. Women tend to guess slightly higher.



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

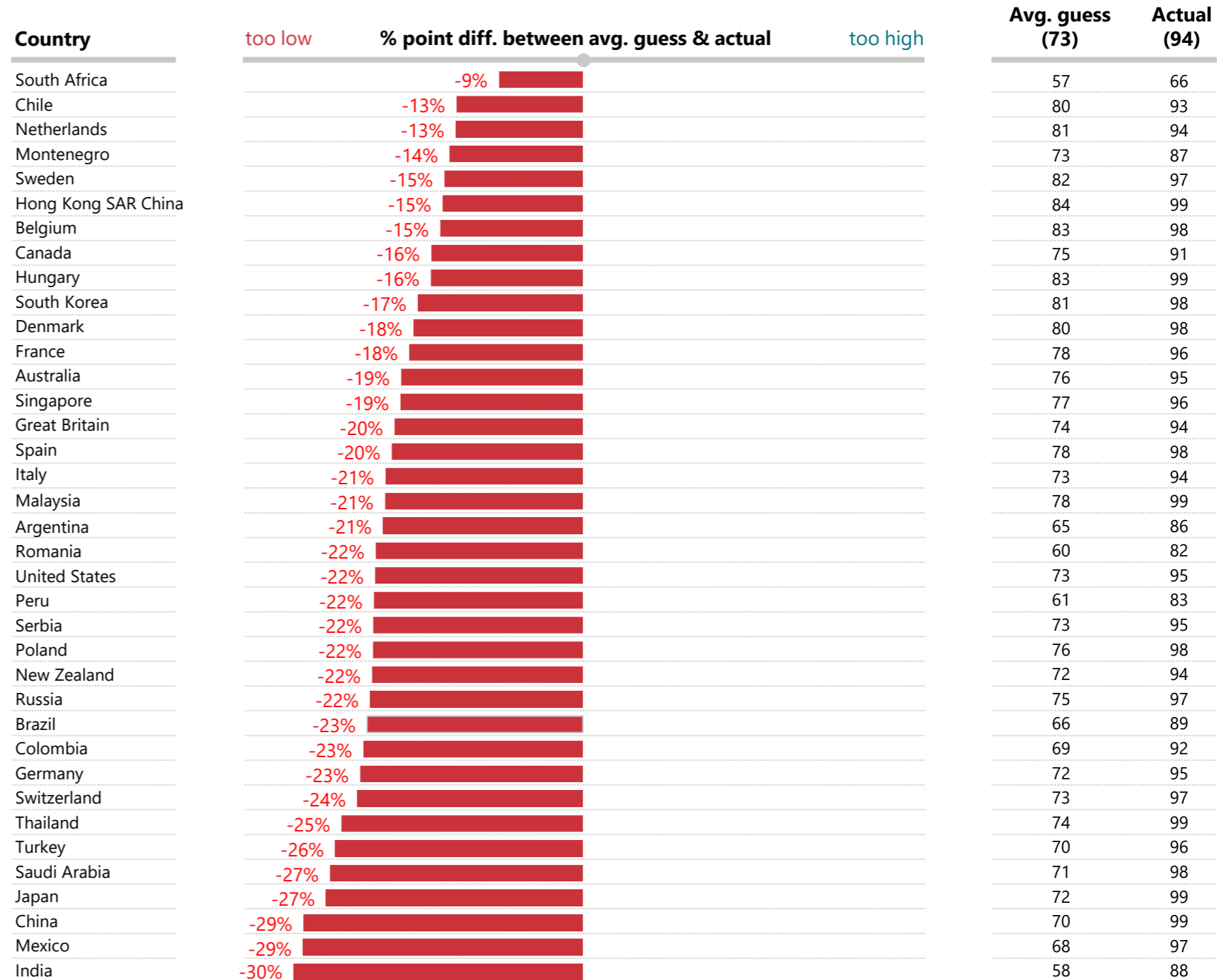
*Taking into account the small base sizes for the 'actual' data used, even when factoring in the margin of error there is a clear overestimation for sexual activity across the study



HEALTH

Q. Out of every 100 infants aged under 12 months in [COUNTRY], about how many do you think have had all the World Health Organisation recommended vaccinations for Diphtheria, Tetanus, Whooping Cough, Polio and Measles?

Every country underestimates the coverage of vaccinations of infants in their country, which is near universal in many cases.



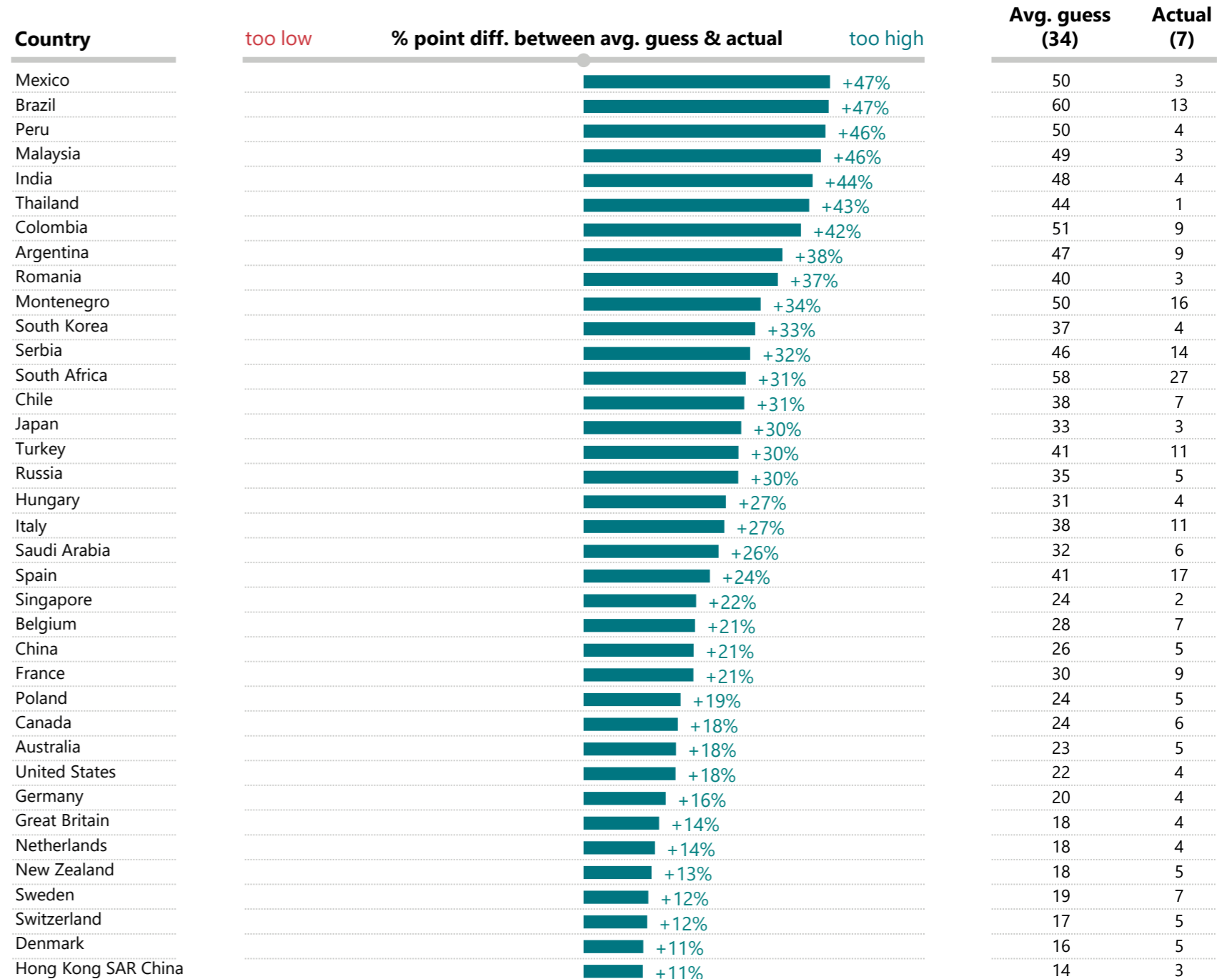
Please see <http://perils.ipsos.com/> for full details of all sources.

ECONOMY



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

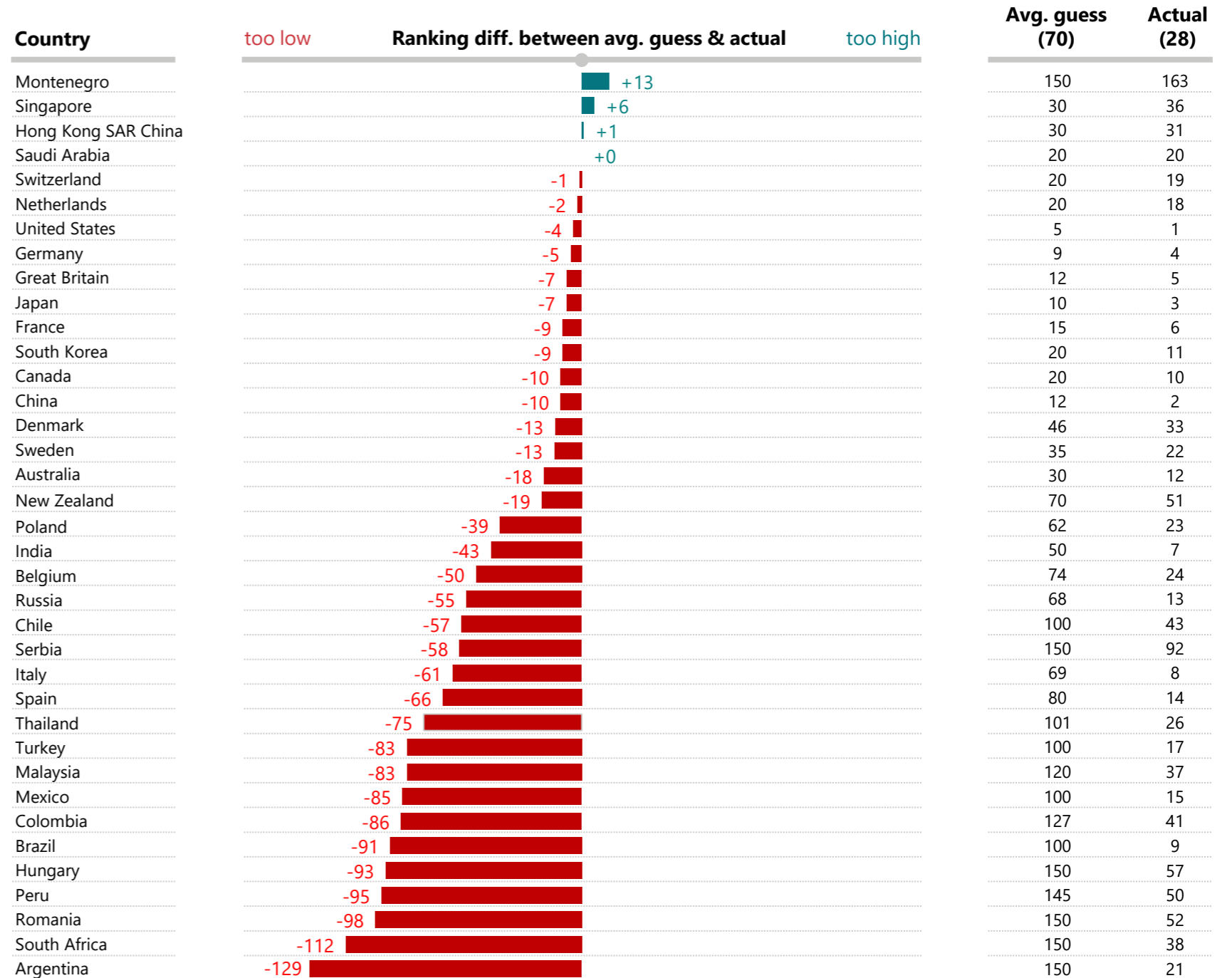
People in all countries hugely overestimate the levels of unemployment in their country. Several countries such as Brazil, Mexico and India, think around half of the working age population is unemployed and seeking work.



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

Q. Thinking about [COUNTRY], where do you think you rank in the world's top 200 countries? So if you think your country is the biggest economy in the world, you would rank it 1, and if you think it's the smallest from these 200, you'd rank it 200.

Nearly all countries underestimate their GDP ranking; this is particularly the case for emerging economies.



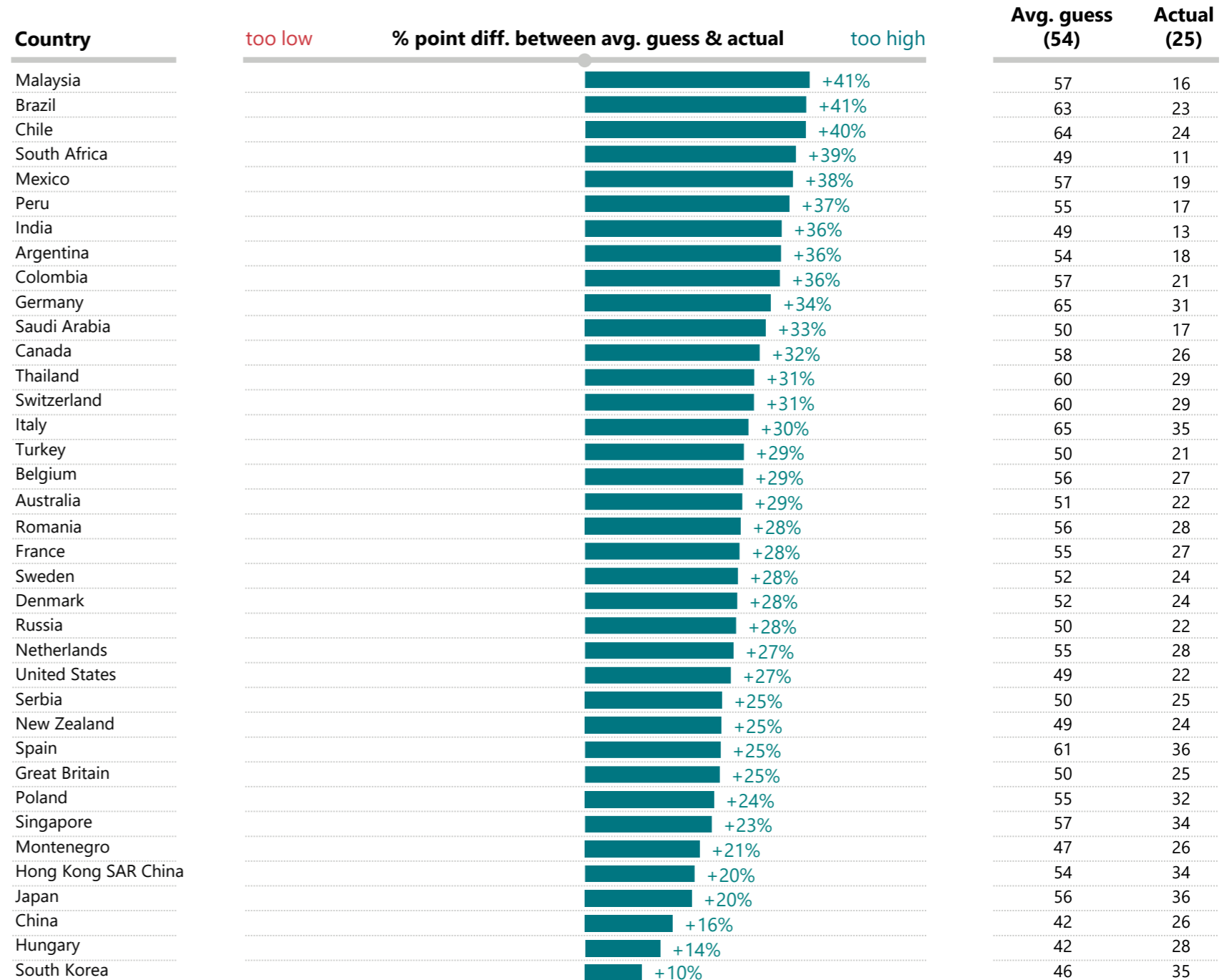
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POPULATION



Q. Now thinking about 2050, out of every 100 people in [COUNTRY], about how many do you think will be over 65, according to projections by the World Bank?

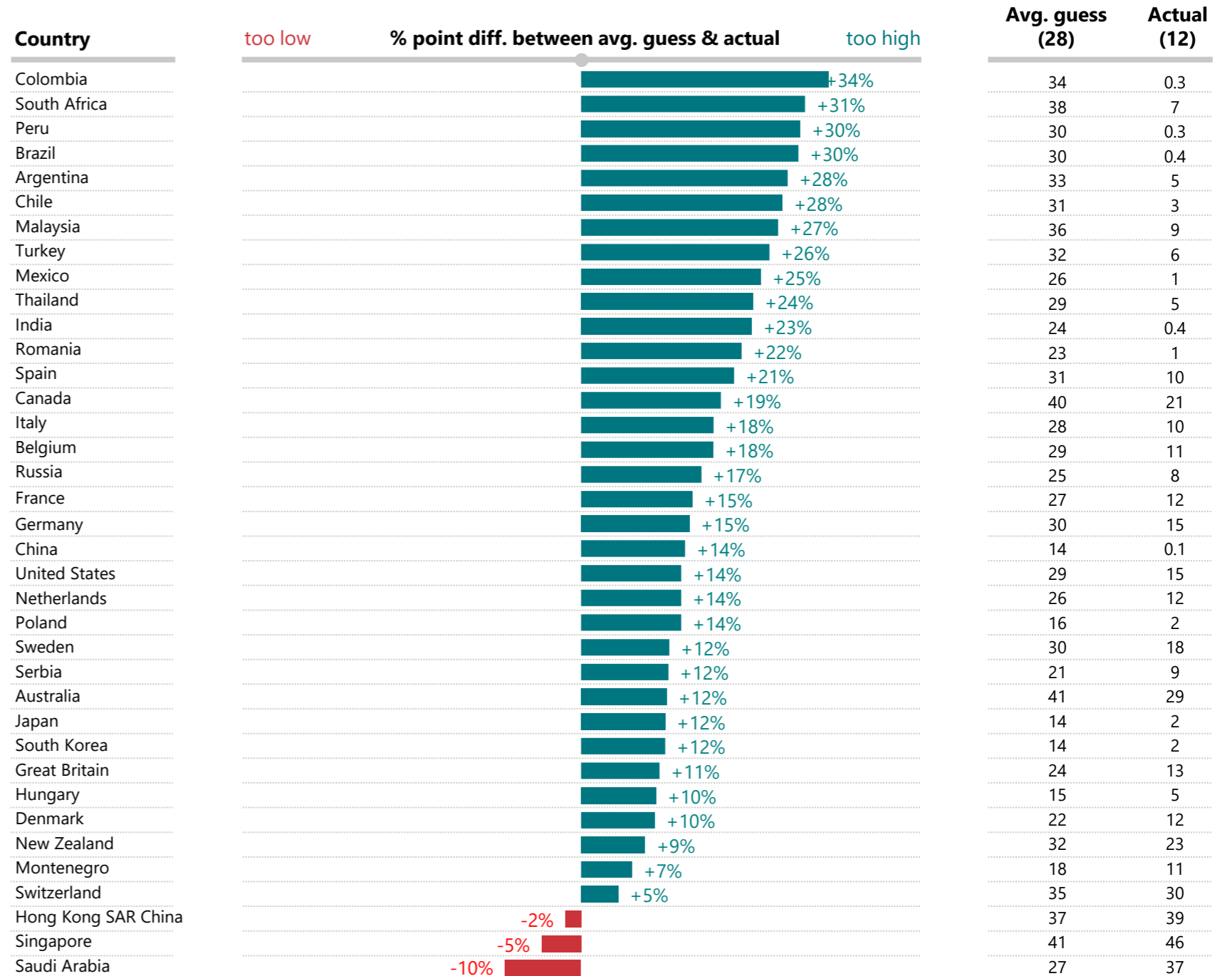
Every country hugely overestimates the proportion of their population who will be 65+ in 2050. Nearly every country thinks more than half their population will be over 65 when levels are projected to be close to a quarter.



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

Q. Out of every 100 people in [COUNTRY] about how many do you think are immigrants (i.e. not born in [COUNTRY])?

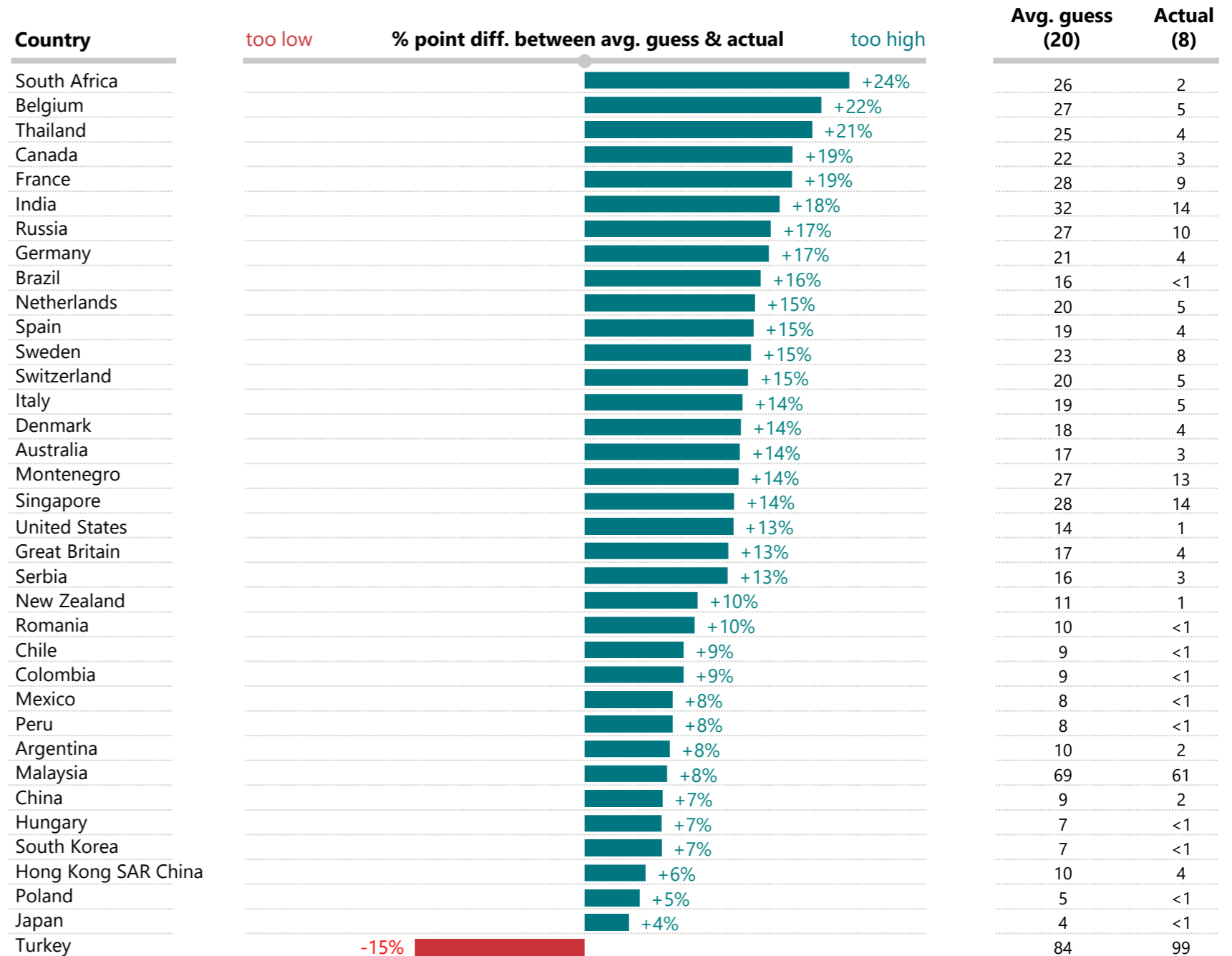
In line with previous Perils studies, nearly all countries hugely overestimate the proportion of immigrants in their country. Several South American countries guess close to 30% when the actual figure is under 1%.



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

Q. Out of every 100 people in [COUNTRY], about how many do you think are Muslim?

People significantly overestimate the proportion of Muslims in their country. In South Africa and Belgium, people think a quarter of the population is Muslim when it's 2% and 5% respectively.

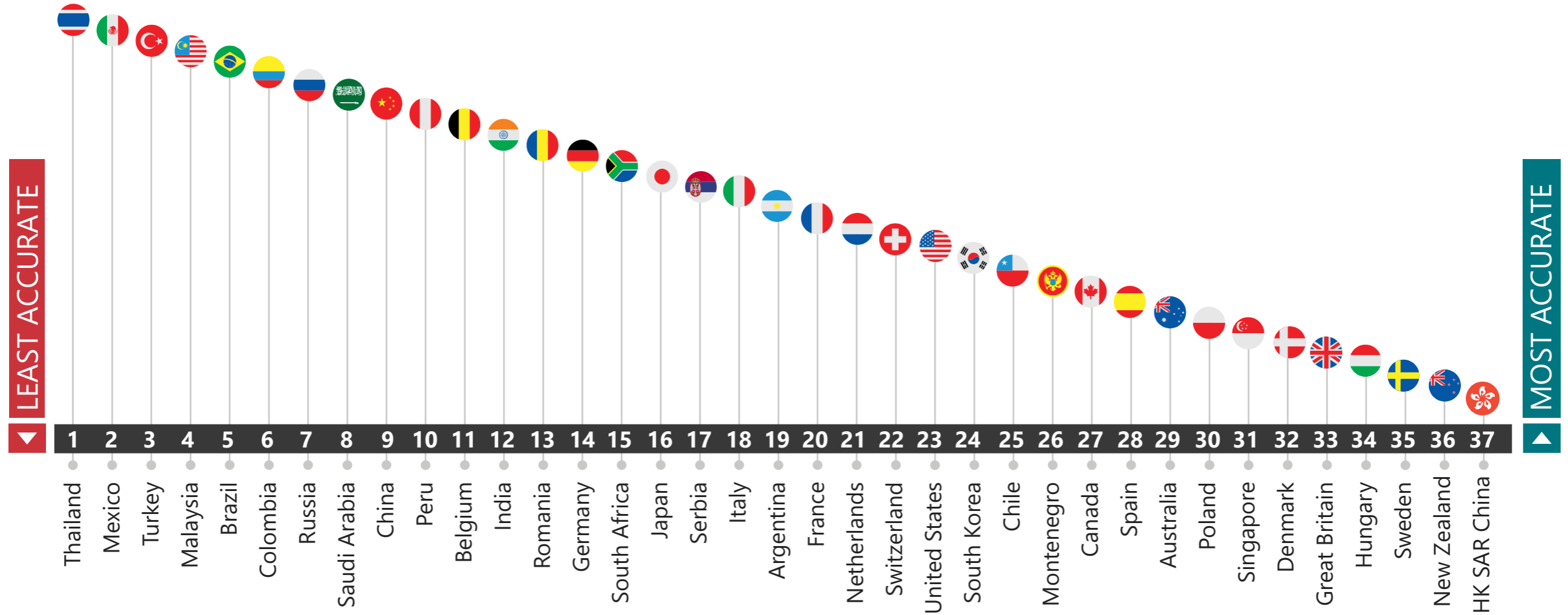


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THE MISPERCEPTIONS INDEX

MISPERCEPTIONS INDEX – WHO'S MOST WRONG?



- These are the findings of the Ipsos MORI Perils of Perception Survey 2018. 28,115 interviews were conducted between 28th September – 16th October 2018.
- The survey is conducted in 37 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 (SAR, China), Hungary, India, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Peru, Poland, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Thailand, Turkey and the USA. The following countries used either online or face-to-face methodologies: Montenegro, Serbia.
- Approximately 1000 individuals aged 16-64 or 18-64 were surveyed in Australia, Brazil, Canada, China, France, Germany, Great

Britain, Hong Kong, India, Italy, Mexico, Montenegro, Serbia, Singapore, Spain and the USA. Approximately 2000 individuals aged 16-64 were surveyed in Japan. Approximately 500 individuals aged 16-64 were surveyed in Argentina, Belgium, Chile, Colombia, Denmark, Hungary, Malaysia, Netherlands, New Zealand, Peru, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea, Sweden, Switzerland, Thailand and Turkey.

- 21 of the 37 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, Denmark, France, Germany, Great Britain, Hong Kong (SAR, China), Hungary, Italy, Japan, Netherlands, New Zealand, Poland, Singapore, South Korea, Spain, Sweden, Switzerland, and United States).
- Brazil, Colombia, China, Chile, India, Malaysia,

Mexico, Peru, Romania, Russia, Saudi Arabia, Serbia, South Africa, Thailand 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 a variety of verified sources. A full list of sources/links to the actual data can be found [here](#).
- 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.



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