



GAPMINDER for a fact-based world view

THE IGNORANCE SURVEY: SWEDEN
NOVEMBER 2013

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ABOUT *THE IGNORANCE SURVEY*

For the Ignorance Surveys Gapminder develops questions with clear-cut response alternatives for web-based survey together with the Swedish company Novus International AB <http://www.novus.se/english.aspx>.

The aim with these surveys is to understand how pronounced and how frequent the ignorance about major global development trends is among the public in different countries, especially regarding the order of magnitude and speed of change of the most important aspects of the life conditions of the world population. In this report we disclose the results. The CORRECT answer is marked and below each question is the data source.

To conduct the surveys Gapminder has worked together with the Swedish research company Novus Group International. Novus has supported Gapminder in designing adequate questions, the survey methodology in general and analysis. In Sweden the surveys has been conducted in Novus online panel, with a nationally representative, probability-based sample of the Swedish population. In Sweden we have conducted more than 15000 interviews within the scope of The Ignorance Survey during the spring and fall of 2013. The survey in this report was done between the 7th-19th of November and 1021 respondents answered.

The Ignorance Surveys have been conducted in four countries in 2013: Sweden, Norway, U.K and the U.S

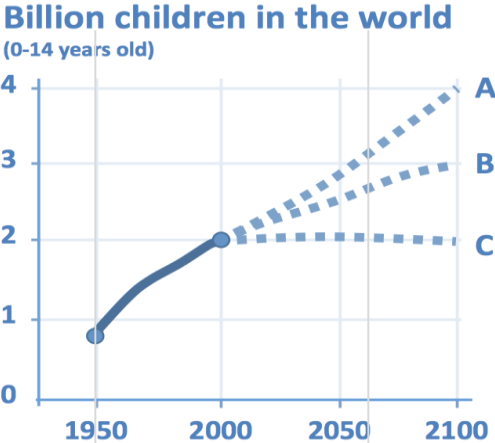
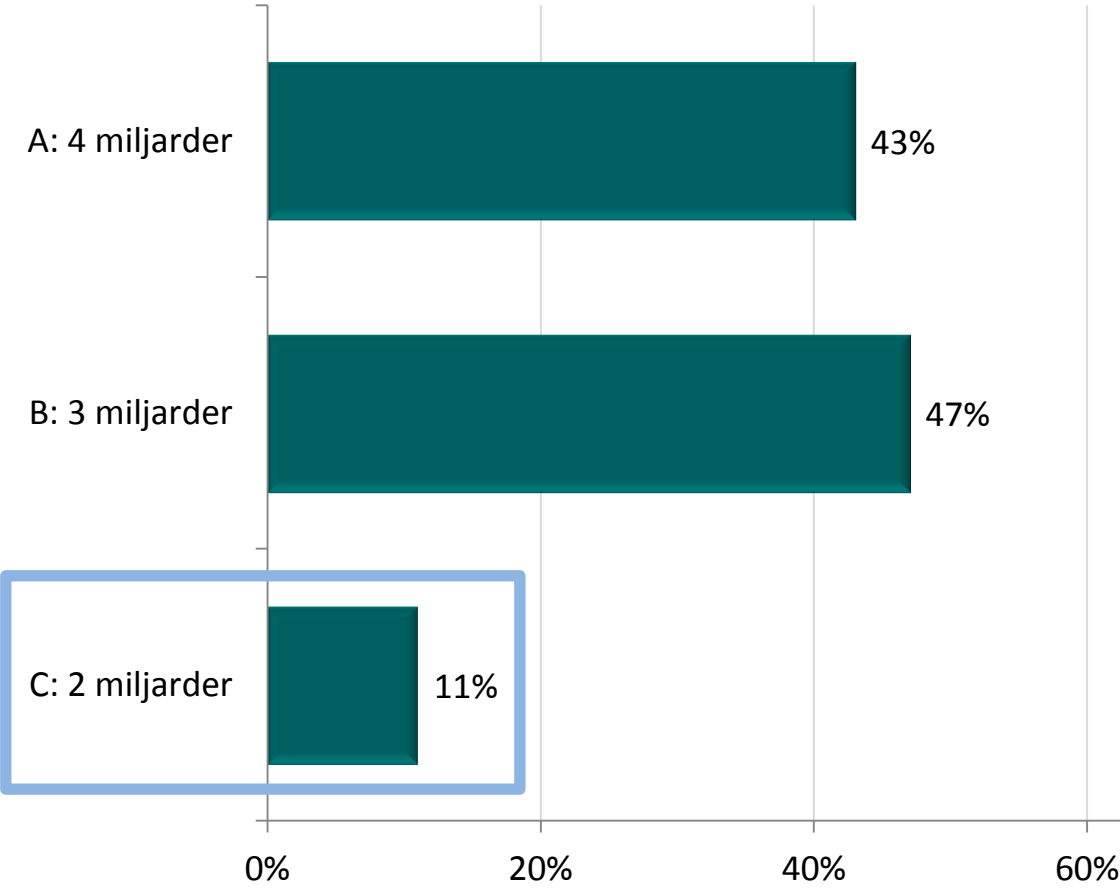
More information about Novus: www.novus.se

More information about Gapminder and the Ignorance Project: <http://www.gapminder.org/ignorance/>

Questions

1. In 1950 there were fewer than one billion children (aged 0-14) in the world. By 2000 there were almost two billion. How many do UN experts think there will be in 2100?
2. There are 7 billion people in the world today. Of the maps below, which one do you think shows best where they live in the Americas, Europe, Africa and Asia?
3. What do you think is the life expectancy in the world as a whole today?
4. What percentage of adults in the world today are literate – can read and write?
5. Which of the curves below shows the present income distribution of all people in the world?
6. On average, in the world as a whole today, men aged 25-34 have spent 8 years in school. How many years on average have women in the same age group spent in school?
7. What percentage of the world's one-year old children is vaccinated against measles?
8. In the last 20 years the proportion of the world population living in extreme poverty has...
9. What percentage – approximately – of total world energy generated, comes from solar and wind power?
10. In 1965, the number of babies born per woman in the world, on average, was 5. What do you think the number is today?

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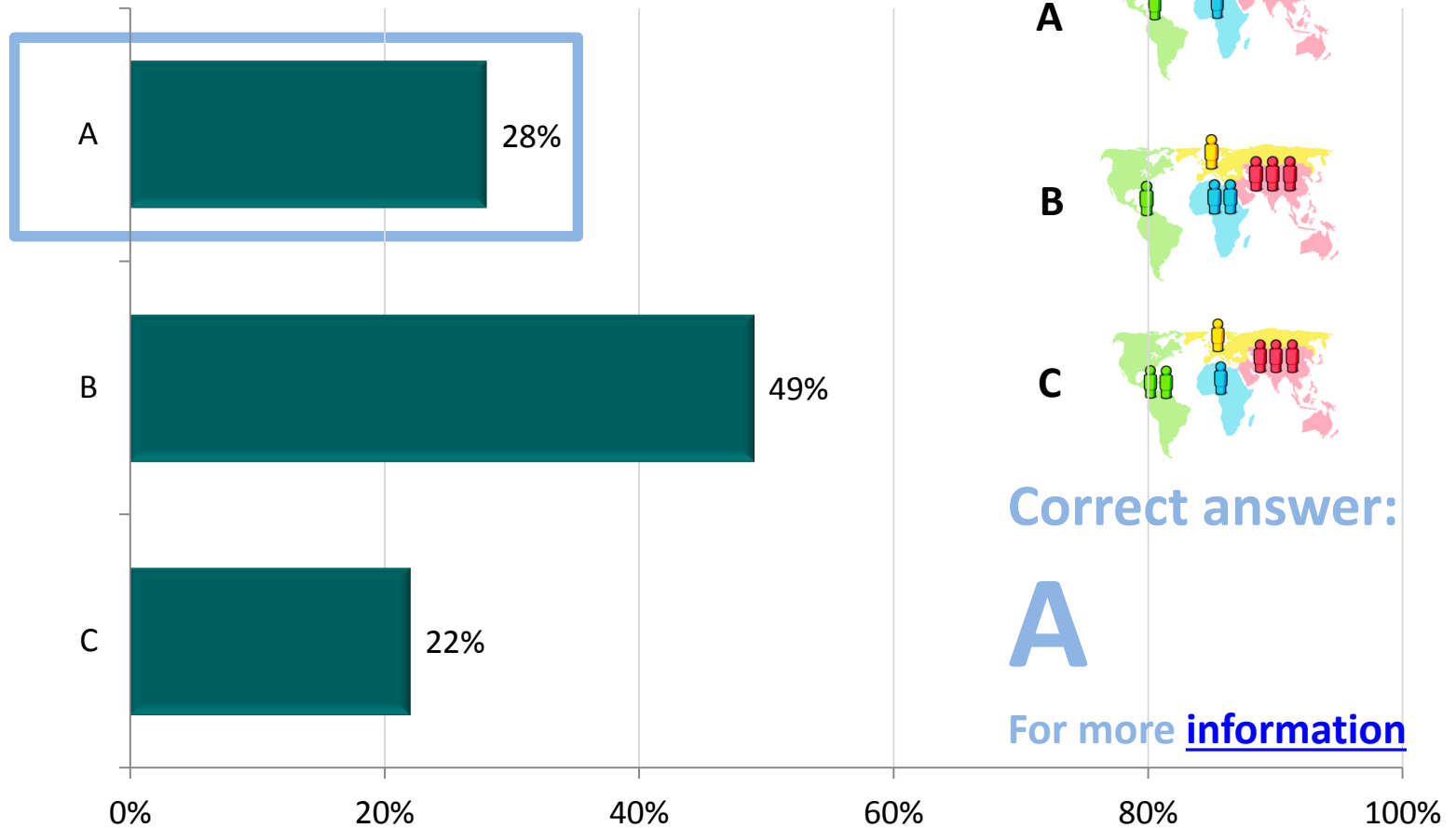


Correct answer:

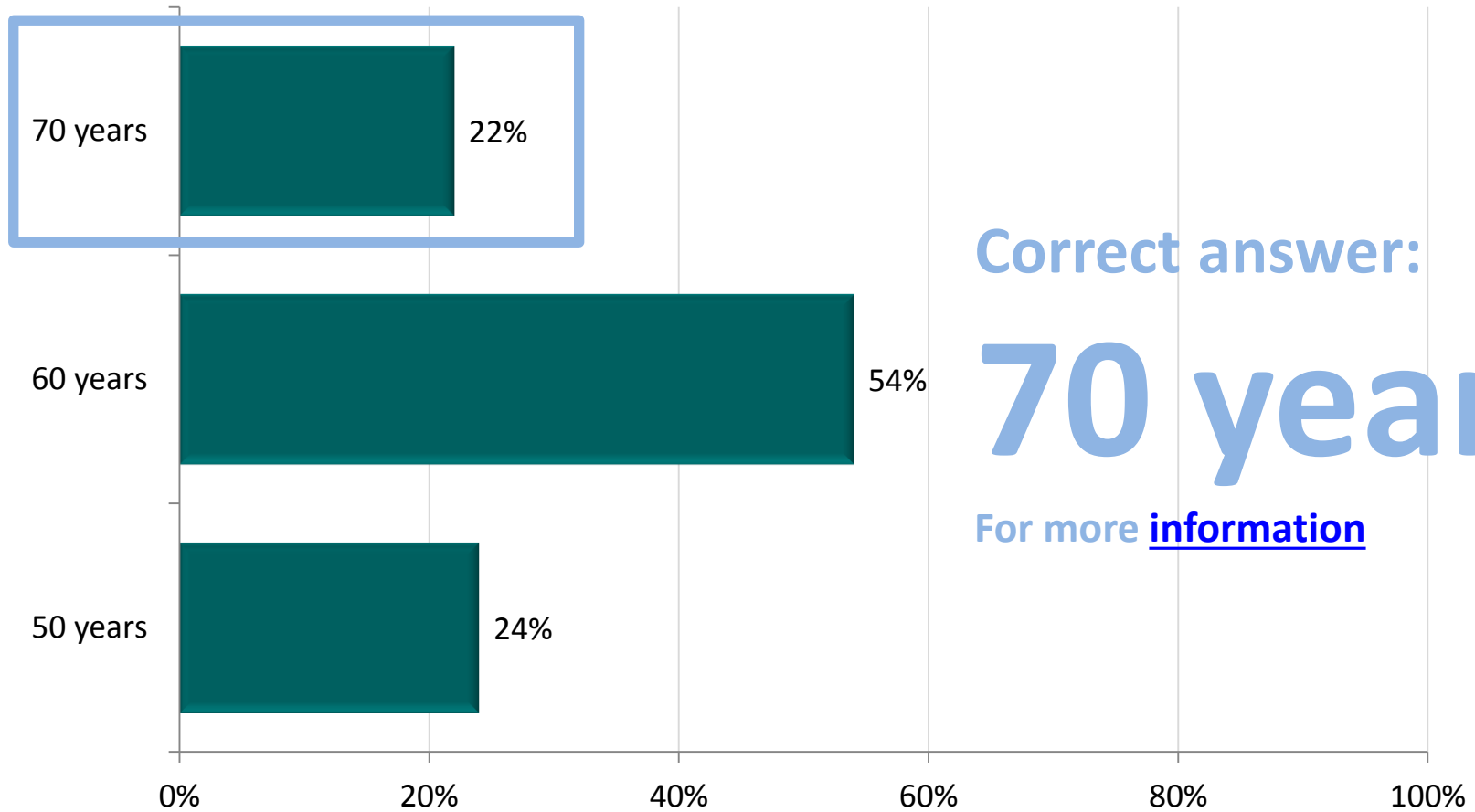
2 billion

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2. There are 7 billion people in the world today. Of the maps below, which one do you think shows best where they live in the Americas, Europe, Africa and Asia?

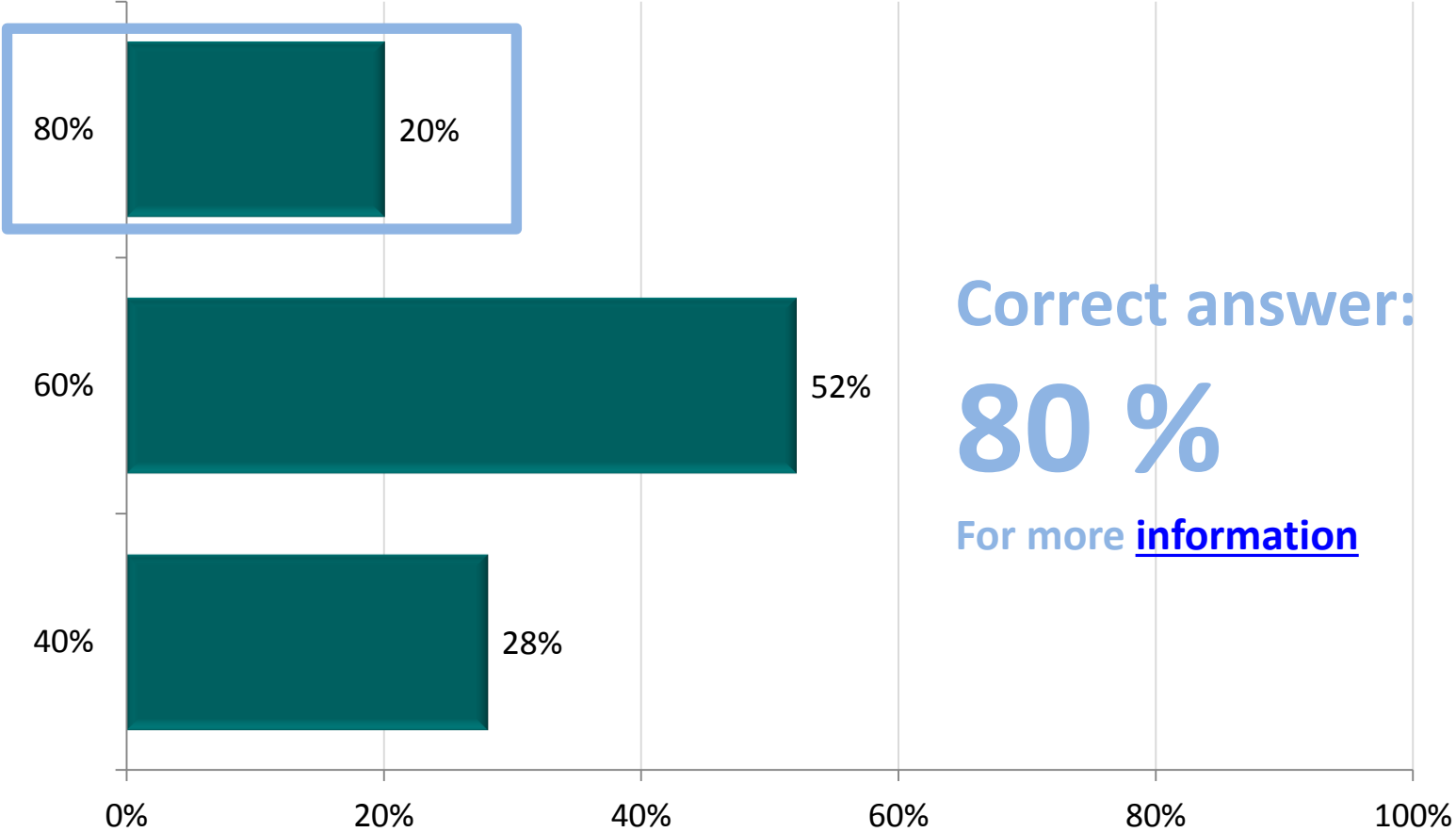


3. What do you think is the life expectancy in the world as a whole today?

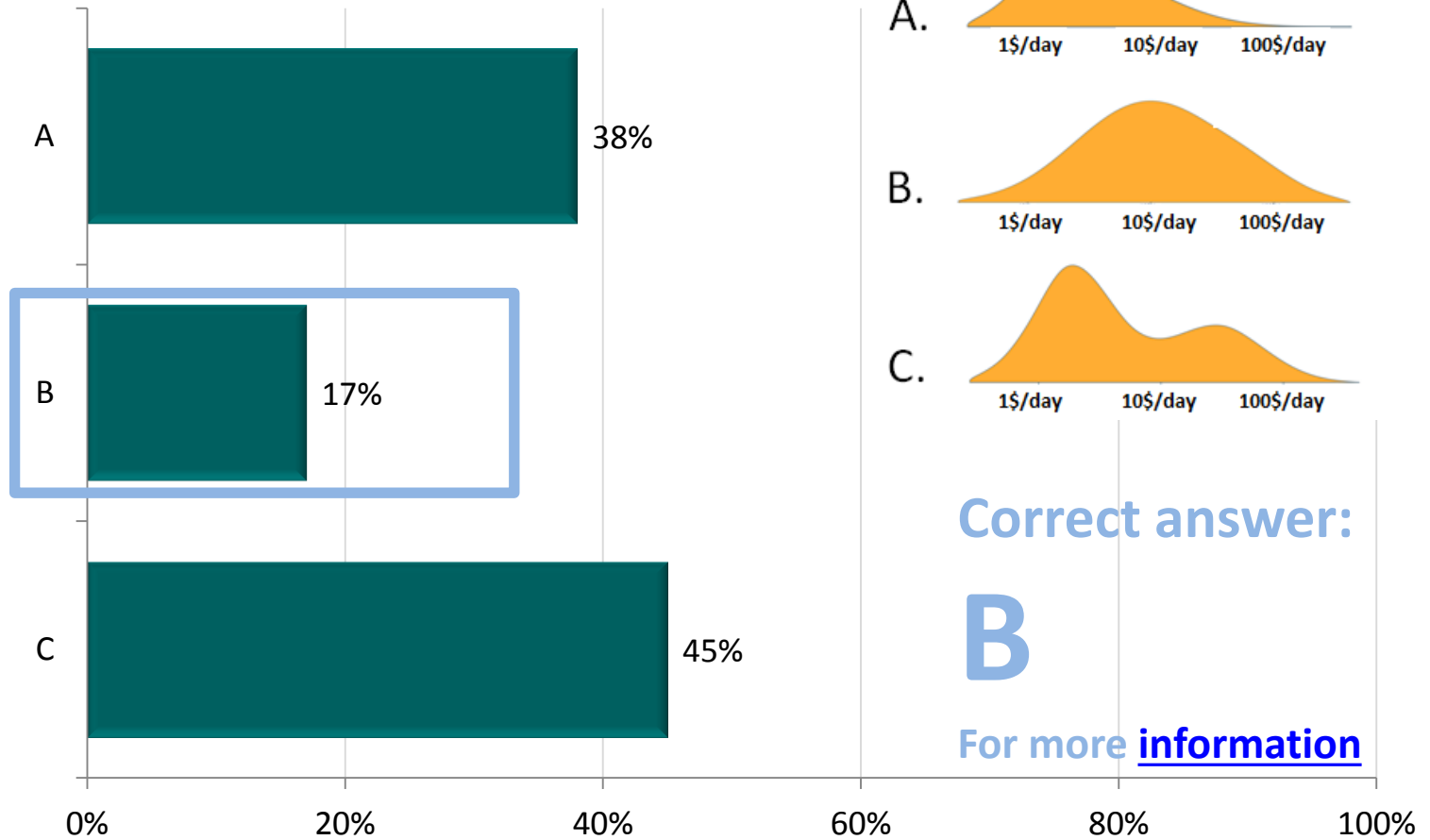


Correct answer:
70 years
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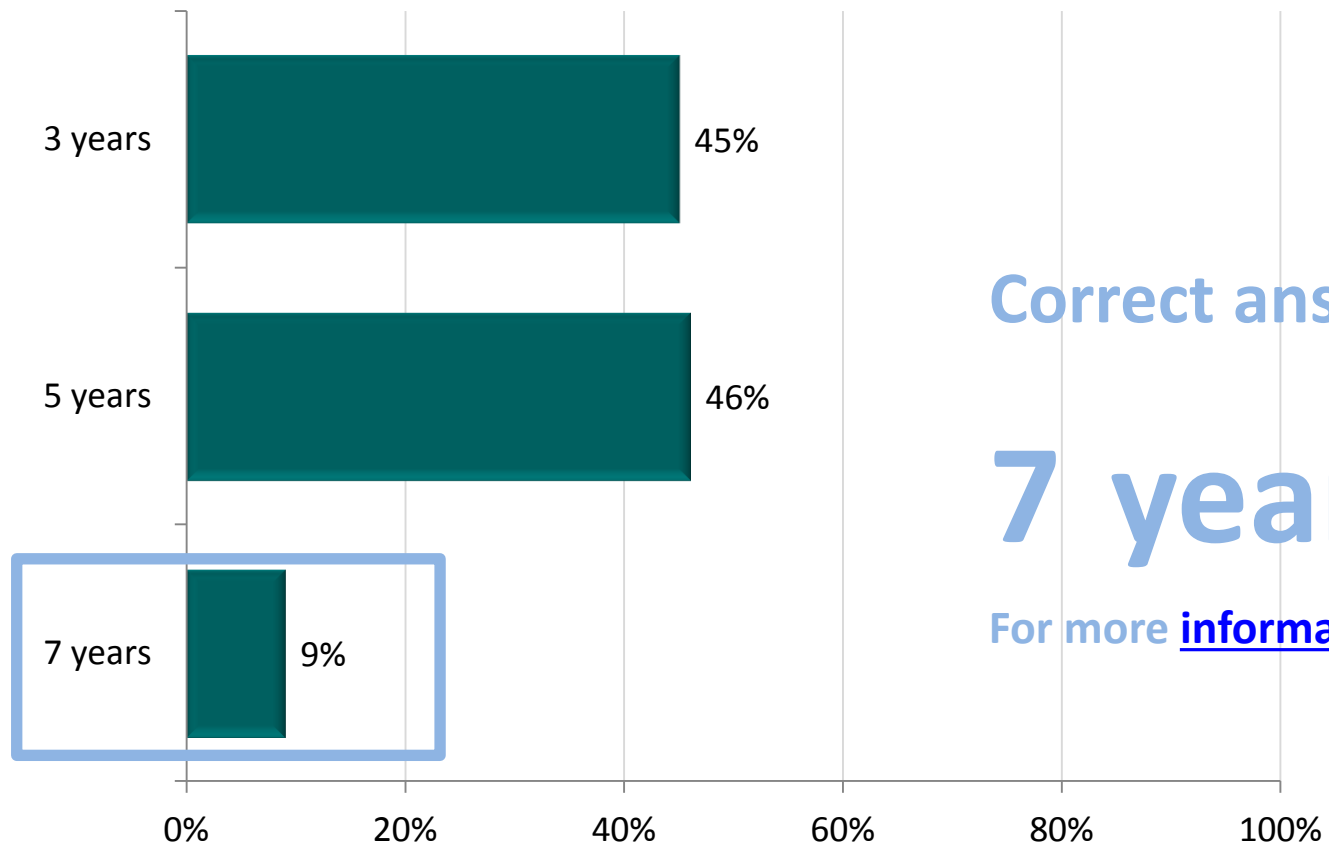
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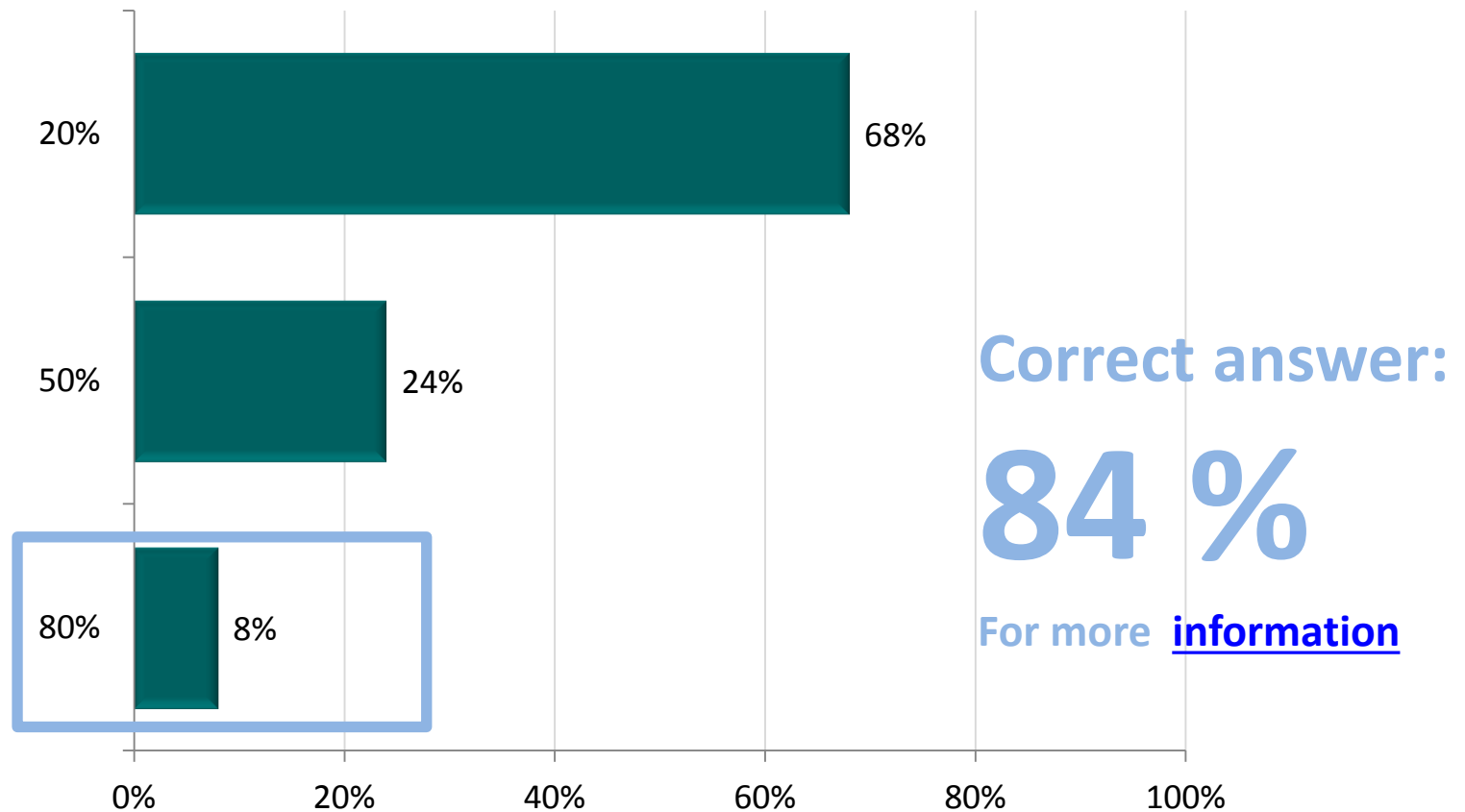


Correct answer:

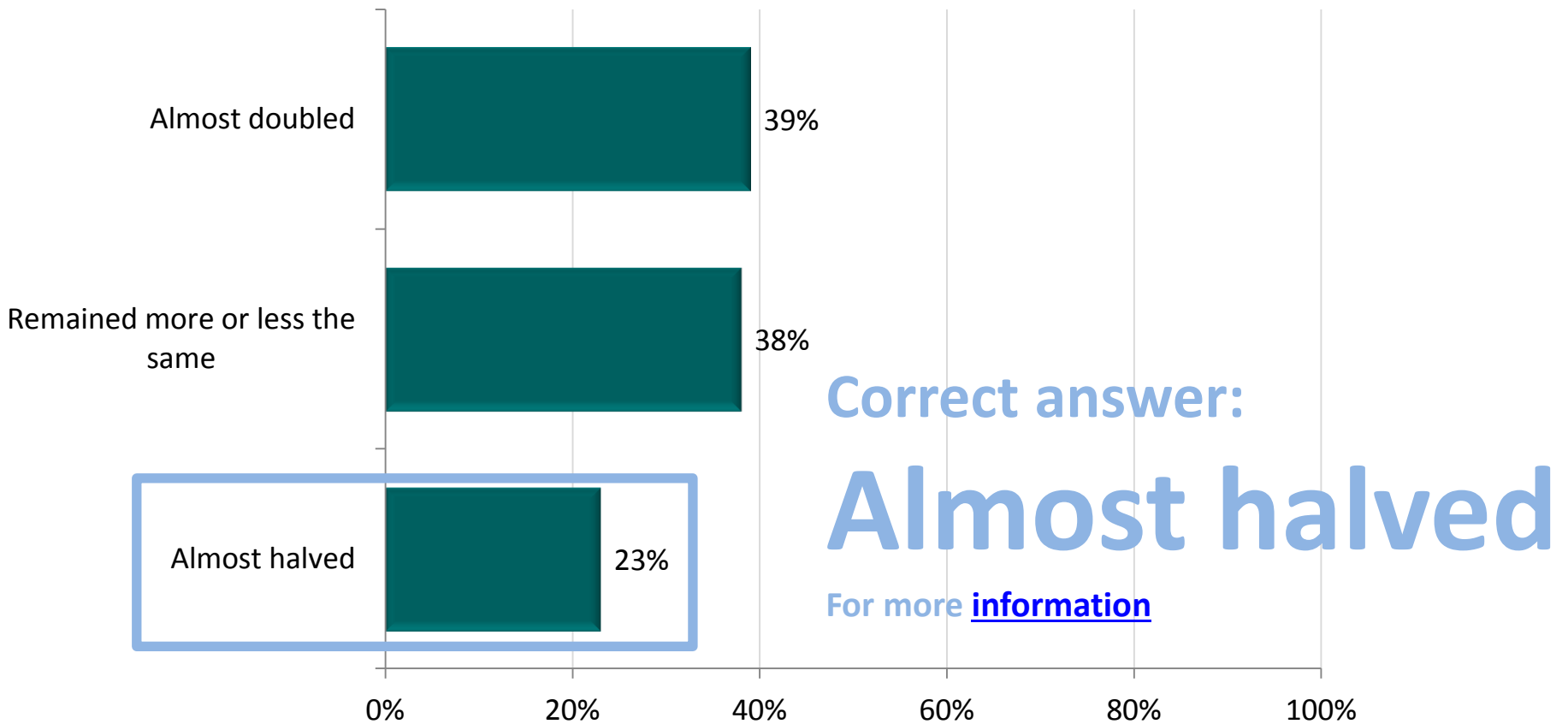
7 years

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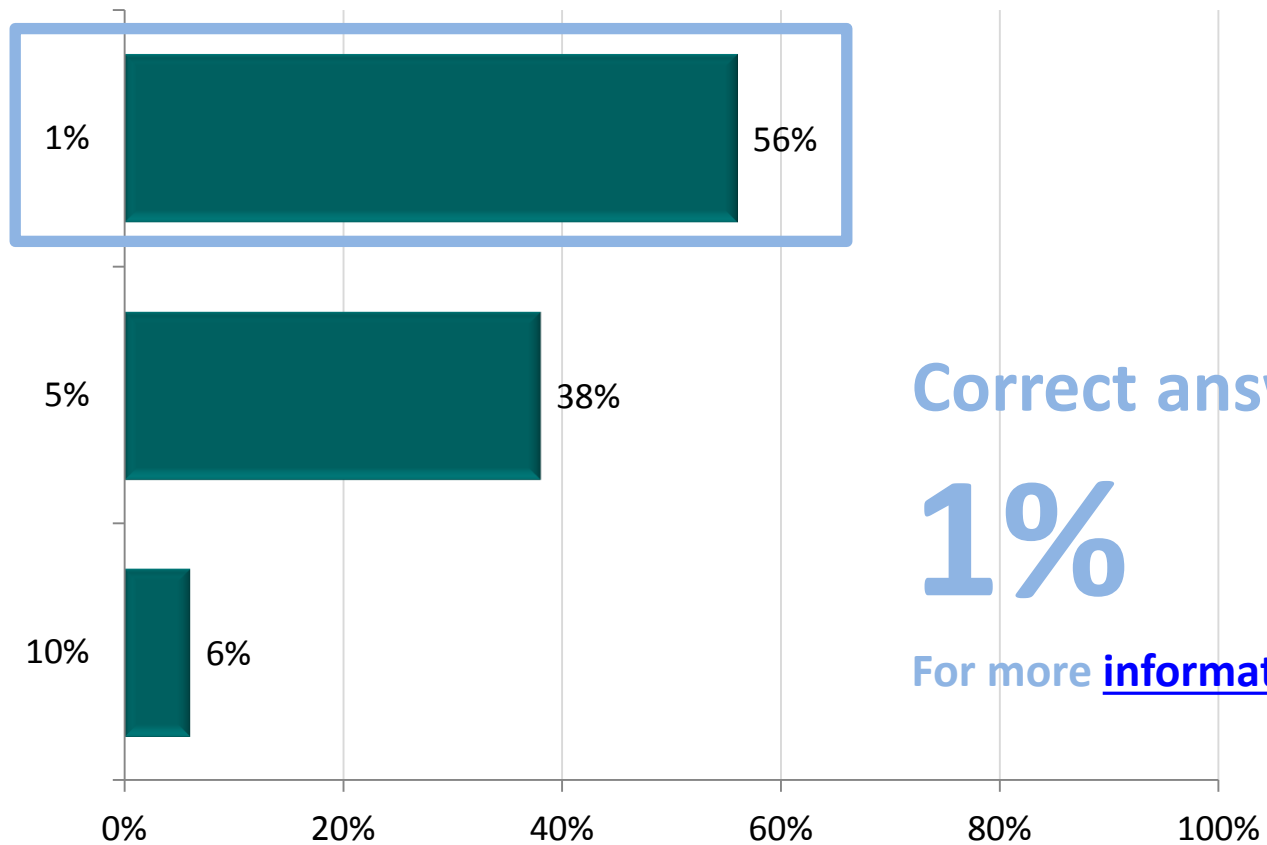
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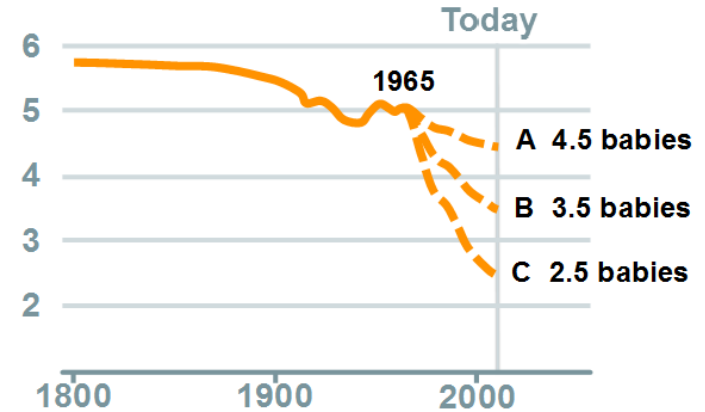
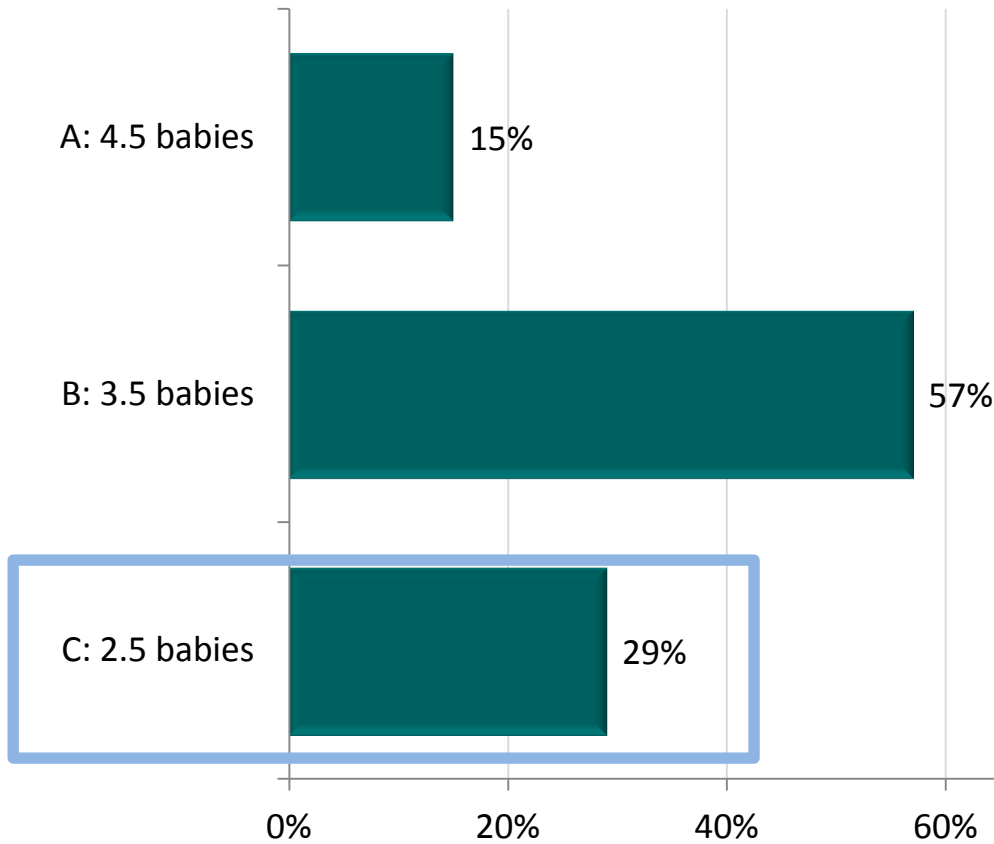


Correct answer:

1%

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10. In 1965, the number of babies born per woman in the world, on average, was 5. What do you think the number is today?



Correct answer:
2,5 babies
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