



**THE IGNORANCE SURVEY  
SWEDEN & NORWAY,  
NOV-DEC 2013**

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# About the Ignorance Survey

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For the Ignorance Surveys Gapminder develops questions with clear-cut response alternatives for web-based survey together with the Swedish company Novus International AB. The surveys in this report was conducted in November and December in 2013 with the public in Sweden and Norway.

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 both country we have used nationally representative online panels where the panel members are recruited through probability sampling methods. All together we have conducted more than 14000 interviews (most of them in Sweden) within the scope of the Ignorance Project during the spring and fall of 2013.

In Sweden, the surveys was conducted by Novus and in Norway the data collection was conducted by Response Analyse. In each country we have used nationally representative online panels where the panel members are recruited through probability sampling methods.

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

More information about Novus: [www.novus.se](http://www.novus.se) and for more info about the project with Gapminder click [here](#)

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

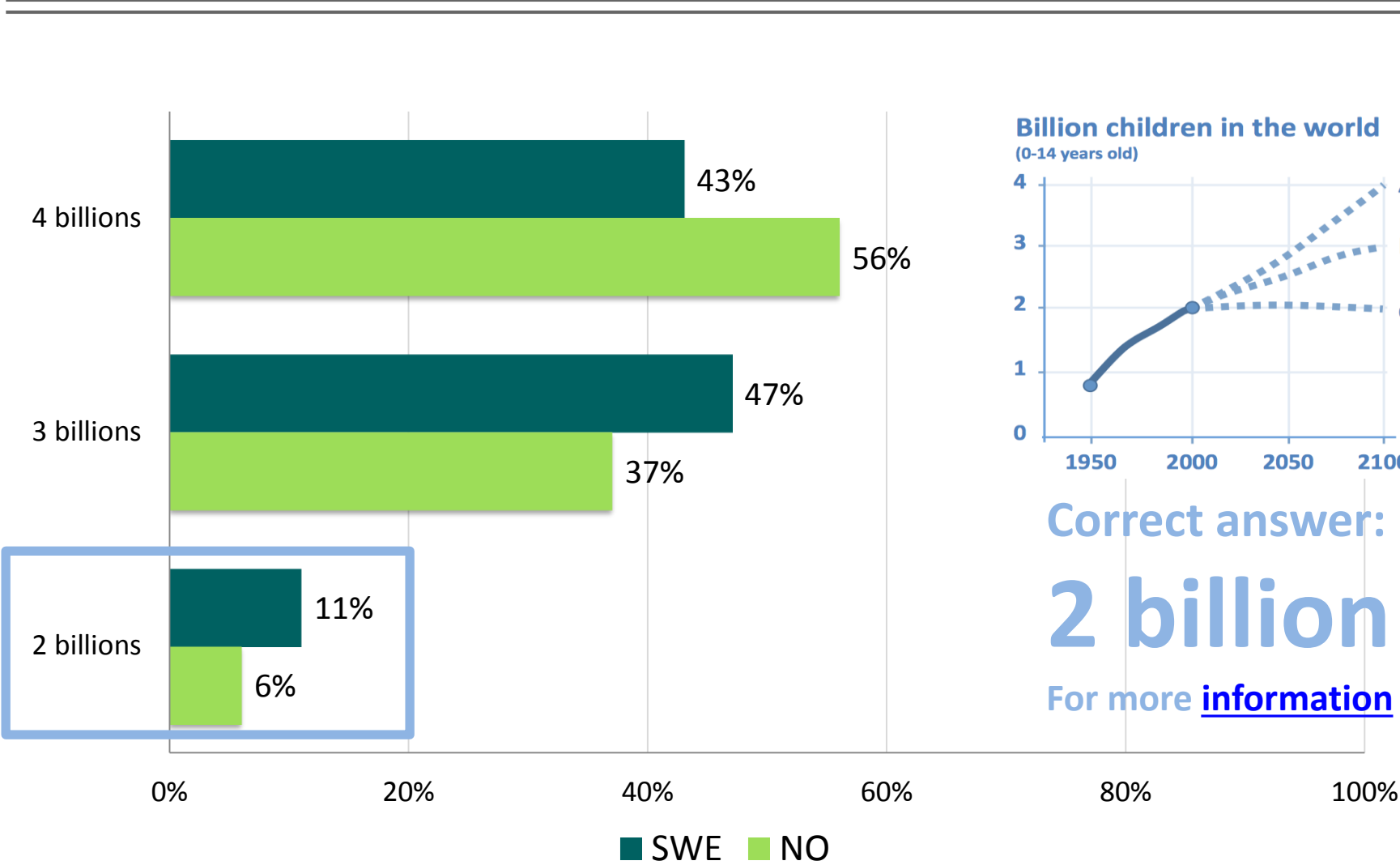
# Questions

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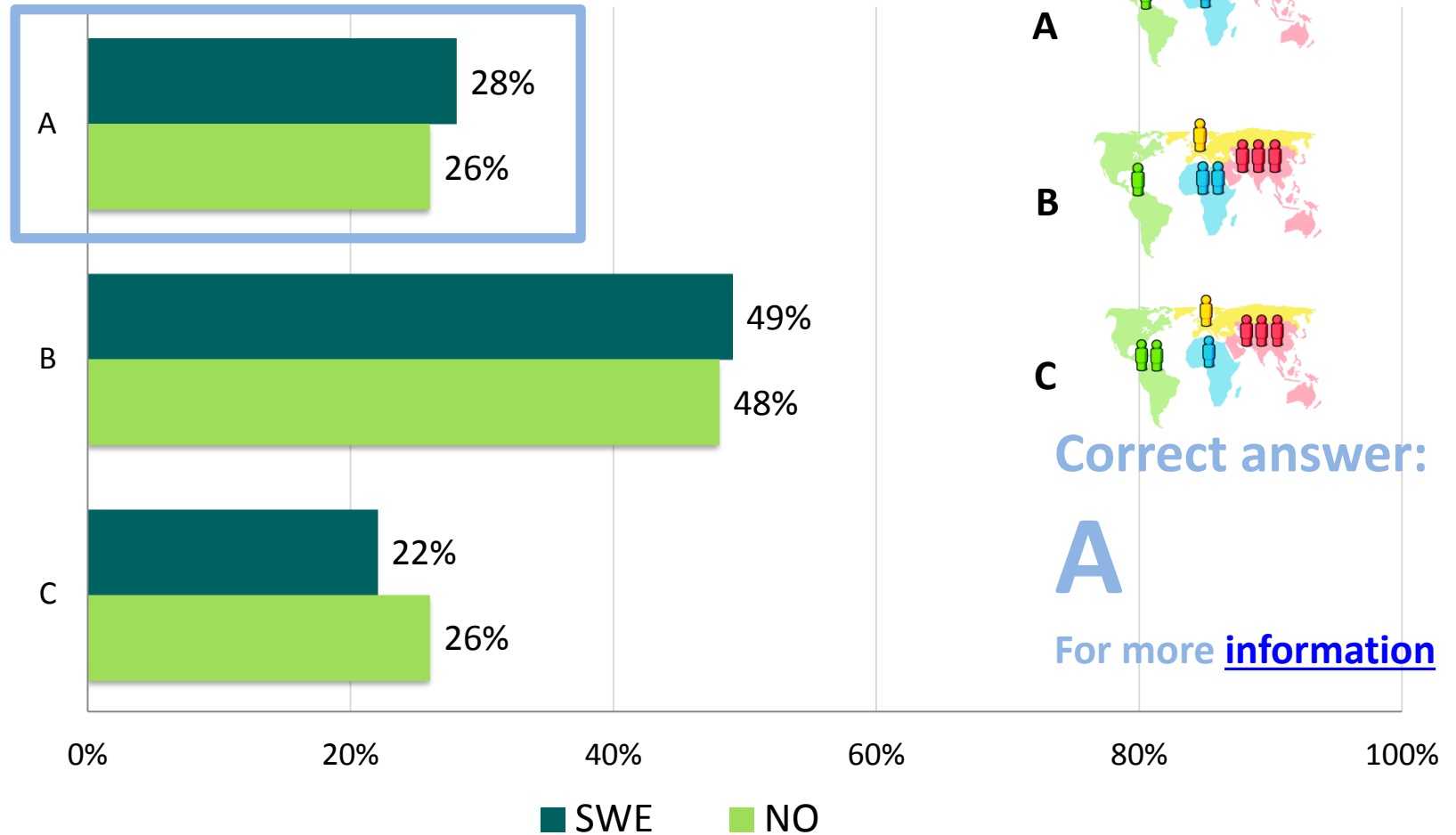
1. In 1950 there were fewer than one billion children (aged 0-14) in the world. By 2000 there were almost two billion. How many do UN experts think there will be in 2100?
2. There are 7 billion people in the world today. Of the maps below, which one do you think shows best where they live in the Americas, 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?

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?



Correct answer:  
**2 billion**  
 For more [information](#)

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?

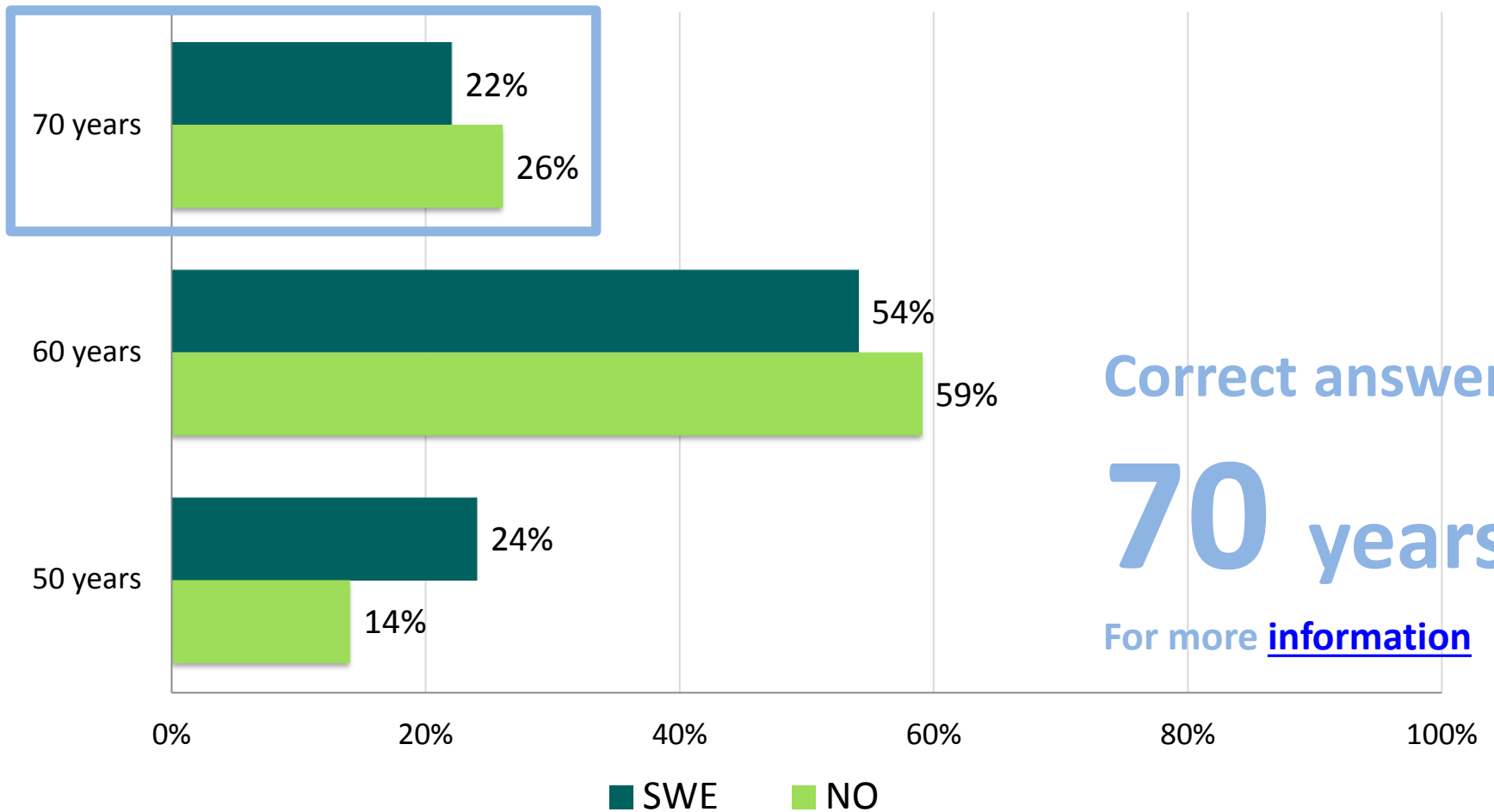


Correct answer:

**A**

For more [information](#)

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

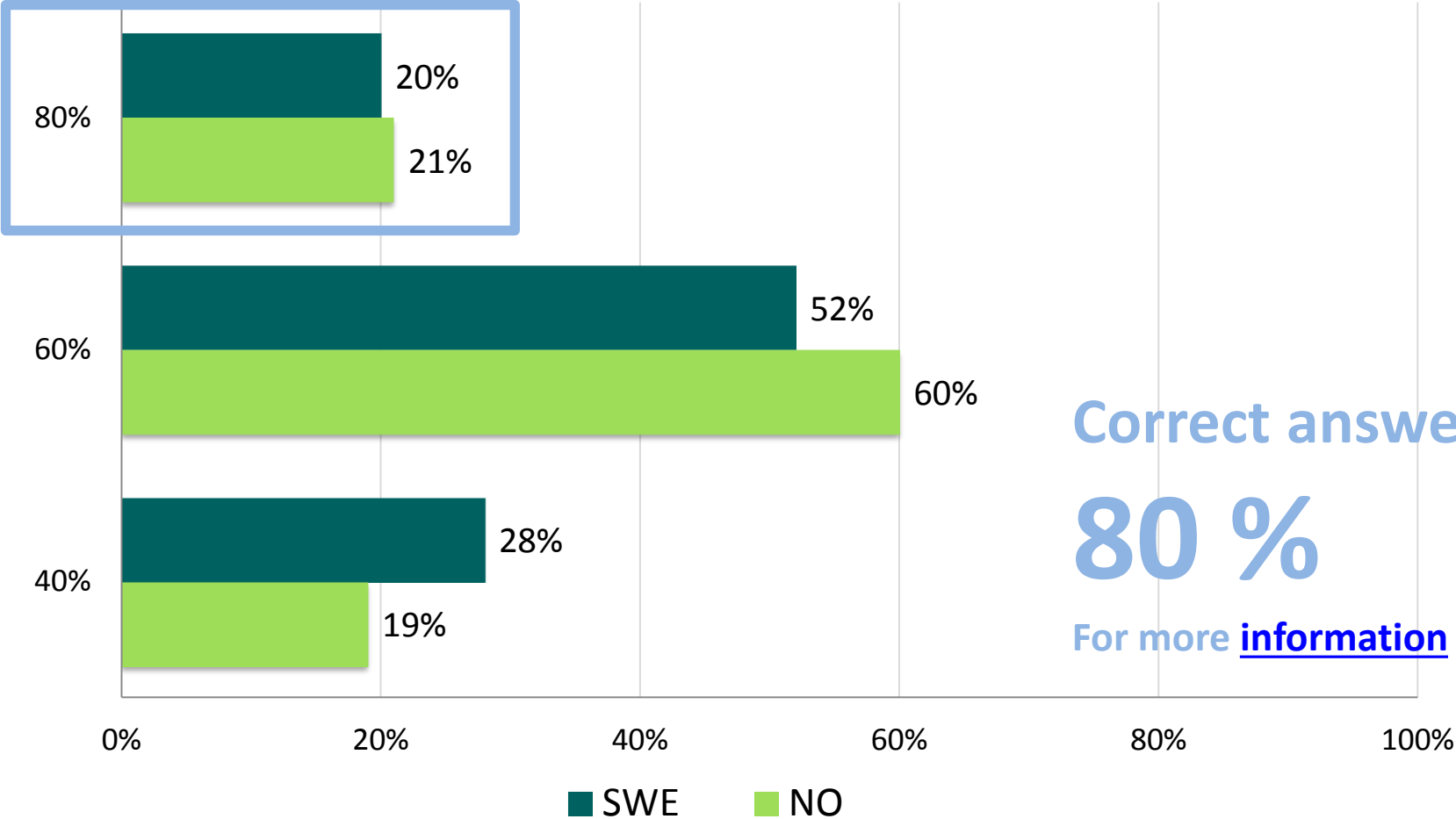


Correct answer:

70 years

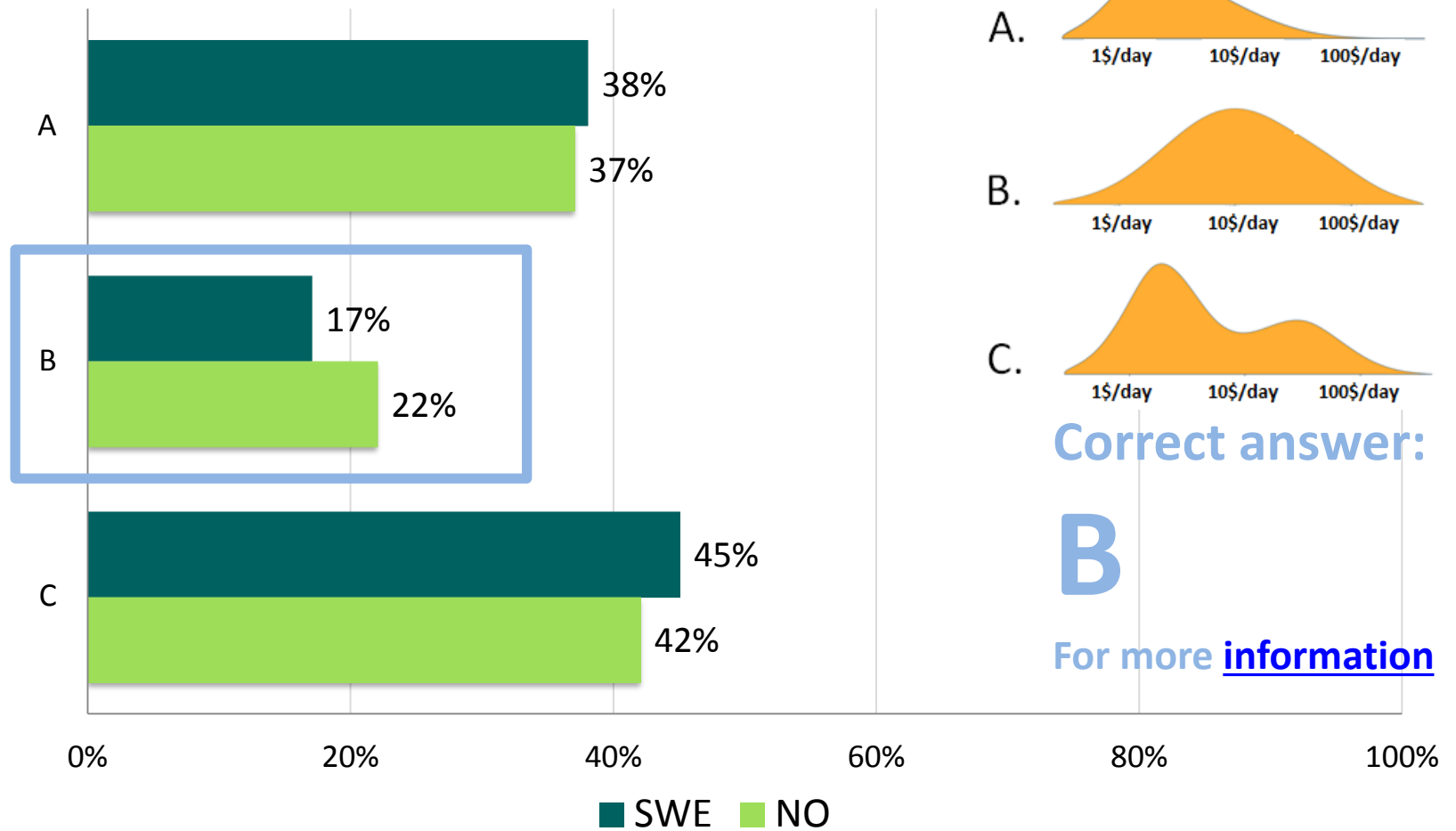
For more [information](#)

4. What percentage of adults in the world today are literate – can read and write?



Correct answer:  
**80 %**  
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# 5. Which of the curves below shows the present income distribution of all people in the world?



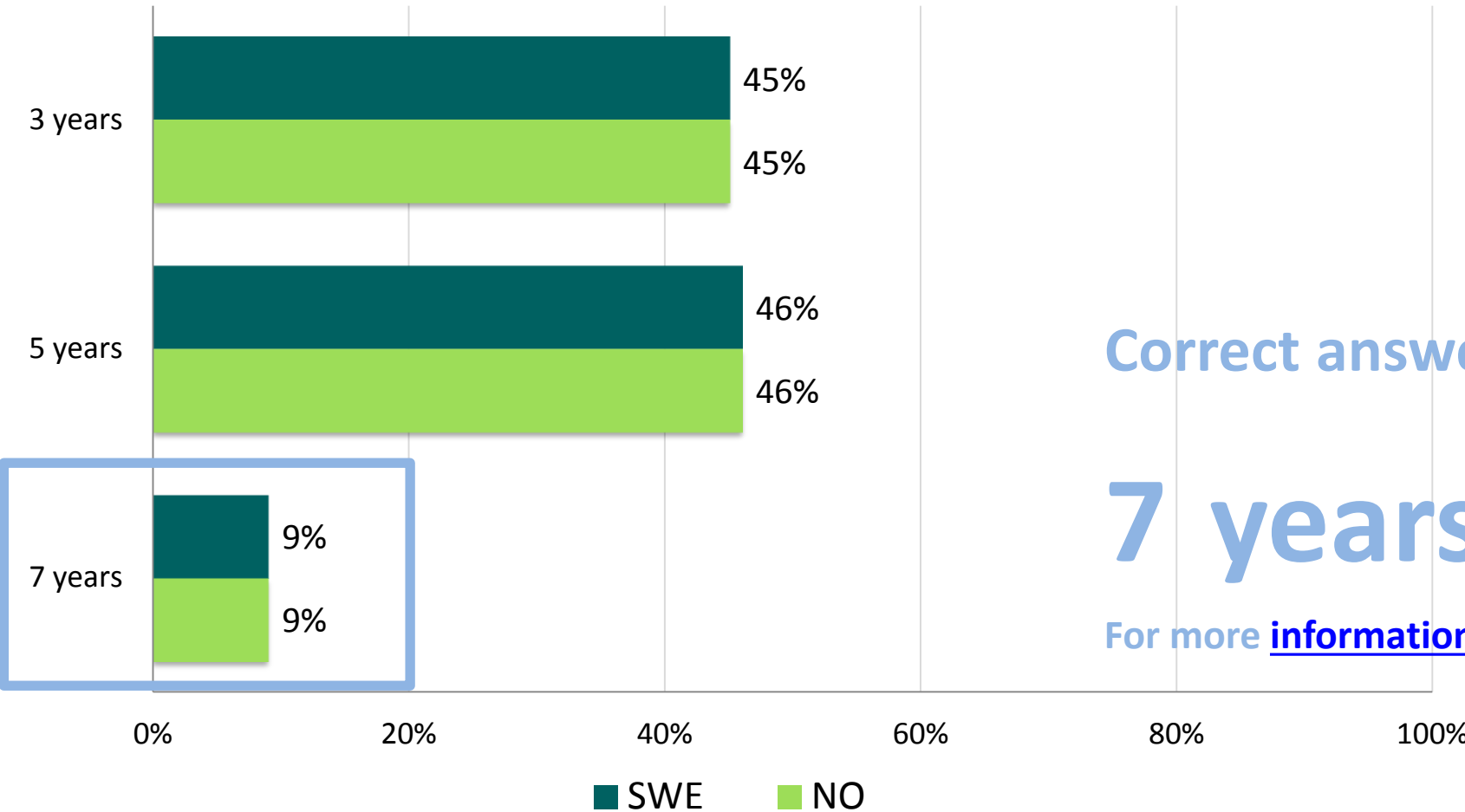
Correct answer:

**B**

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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?

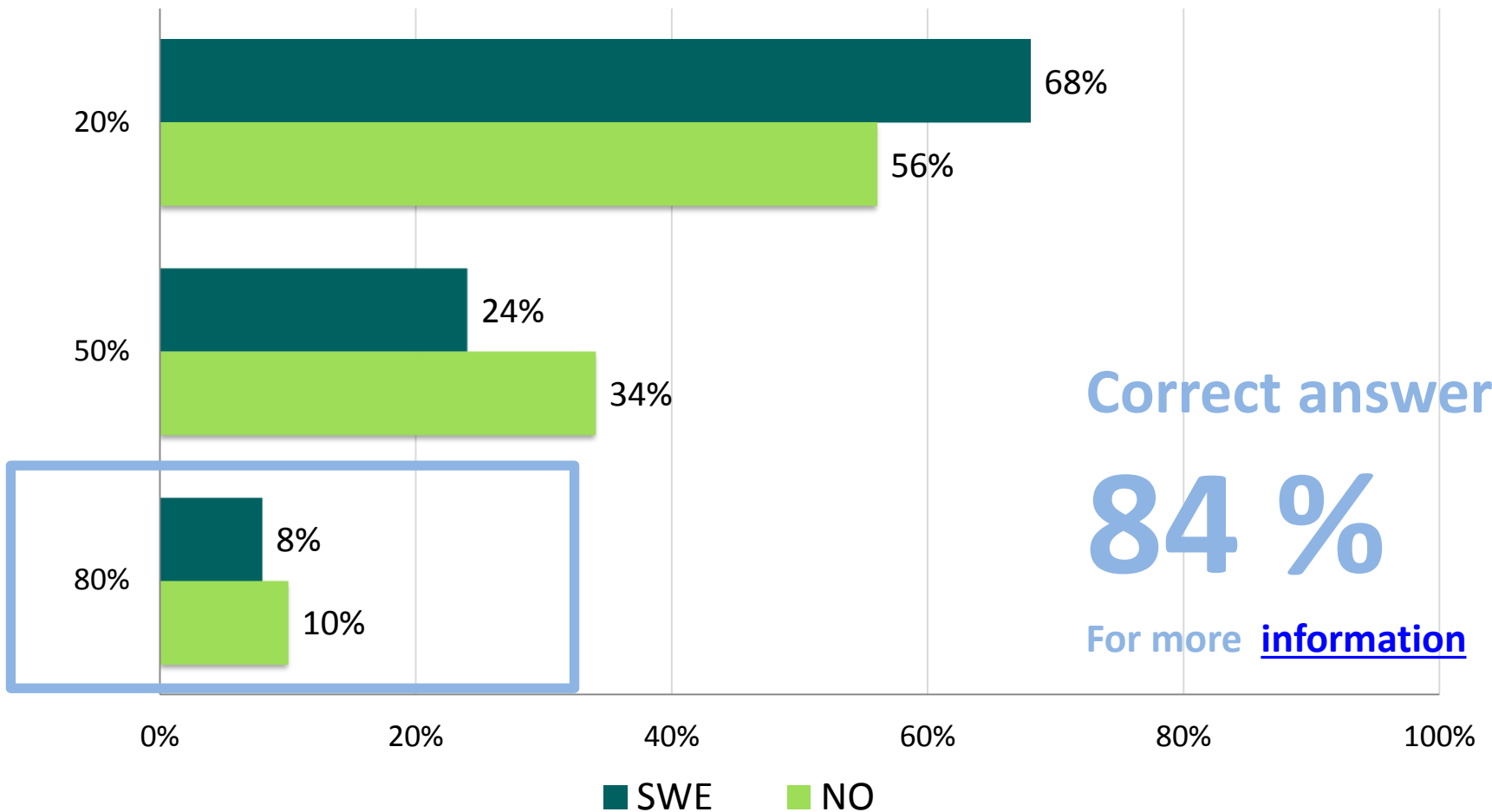


Correct answer:

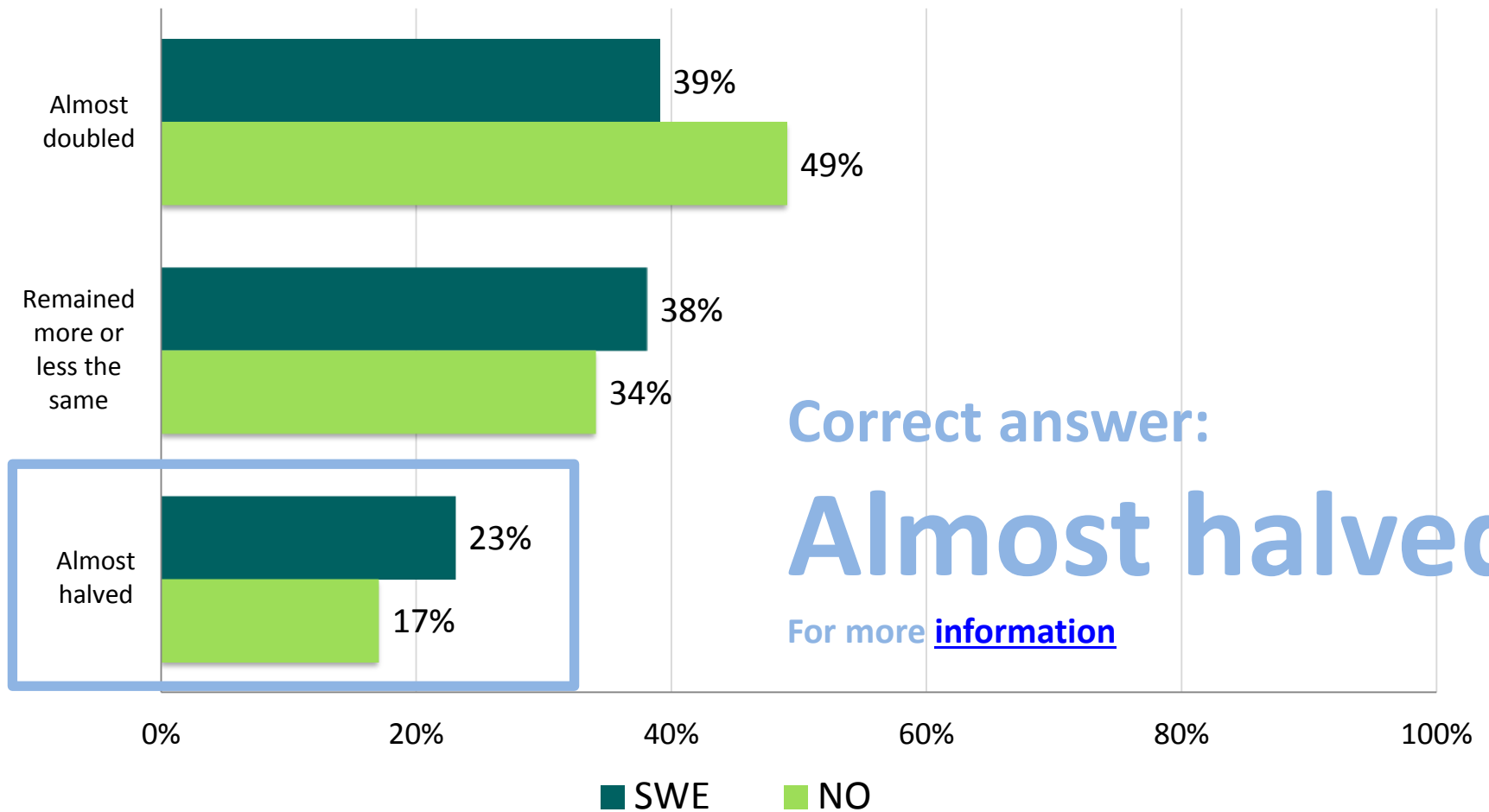
7 years

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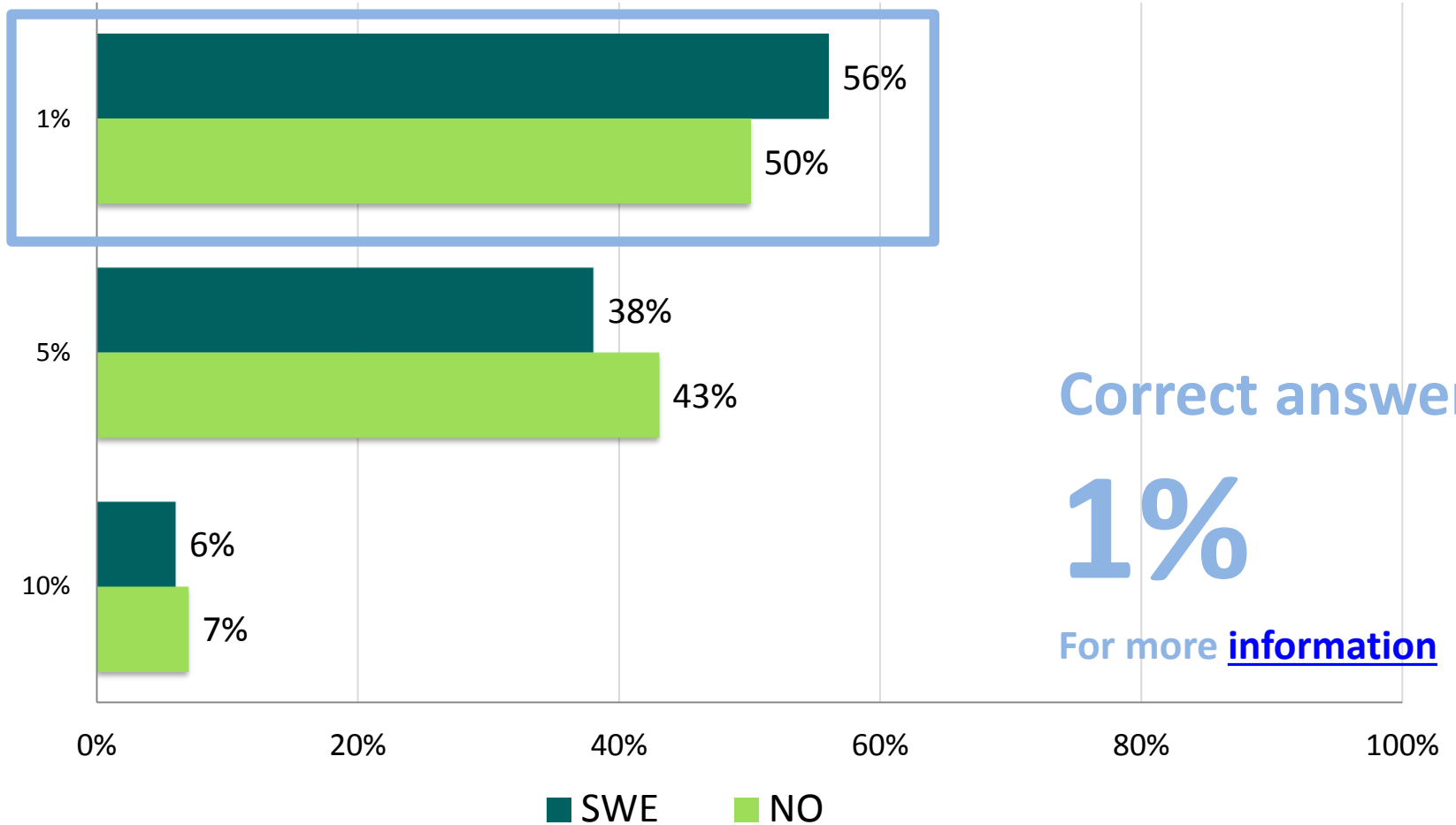
## 7. What percentage of the world's one-year old children is vaccinated against measles?



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?

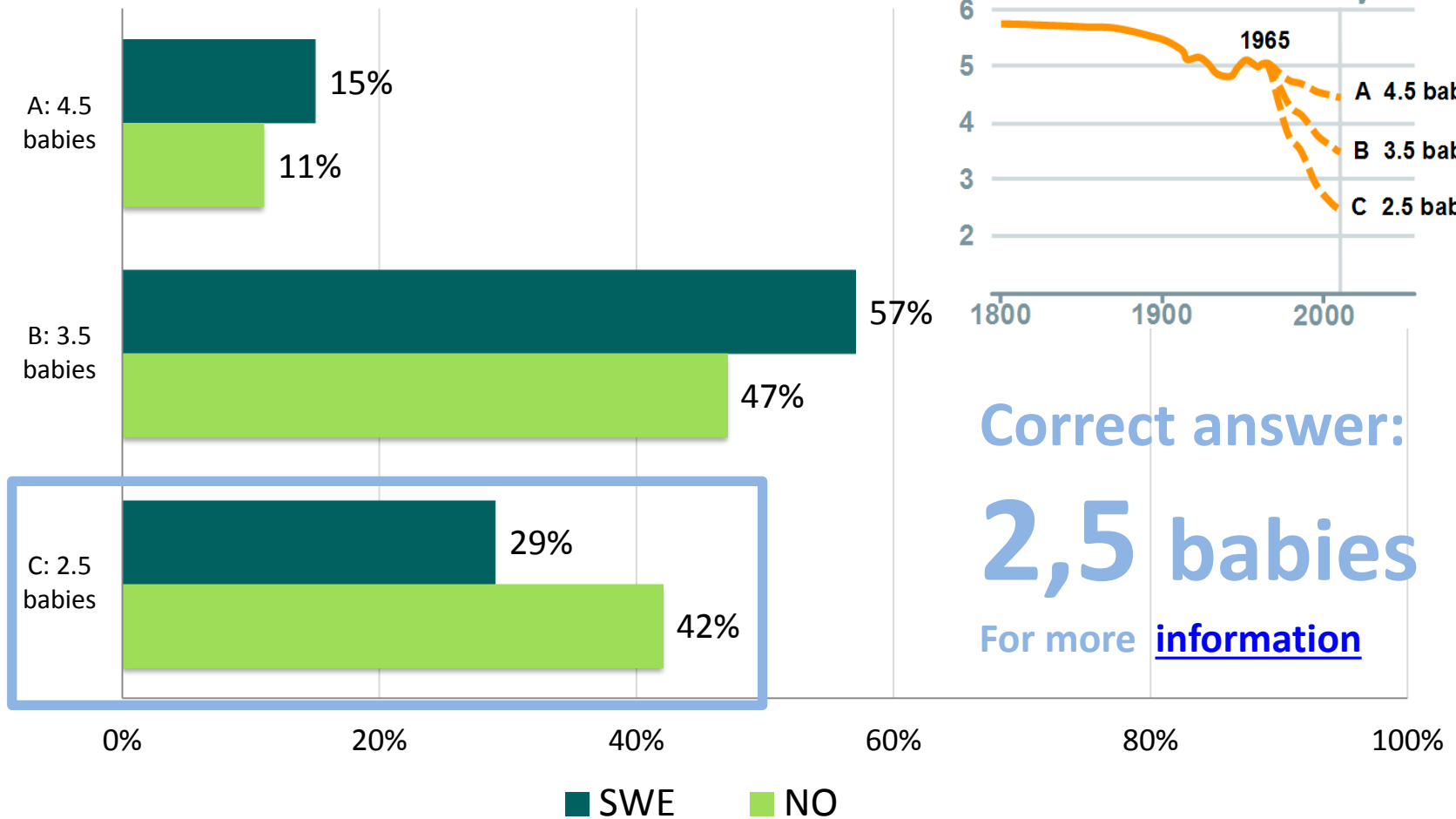


Correct answer:

1%

For more [information](#)

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**  
 For more [information](#)

## *Briefly about the methodology*

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In both countries we have used nationally representative online panels where the panel members are recruited through probability sampling methods . Mostly of the panel members in all three countries are recruited by telephone and asked to join the different panels. Non of the panels use self selection sampling, in other words, you can't join any of the panels without being asked.

### Response rates and participants\* (n) and field periods

Sweden

51%, n = 1021, 7<sup>th</sup> – 19<sup>th</sup> of November

Norway

43%, n = 1863, 30<sup>th</sup> December – 8<sup>th</sup> of January (2014)

\* (IP has completed the interview)