



**GAPMINDER** for a fact-based world view

## PROJECT IGNORANCE

Consultants:

Per Fernström

Tel: +46739 403919

[per.fernstrom@novus.se](mailto:per.fernstrom@novus.se)

Mats Elzén

+46720 700329

[mats.elzen@novus.se](mailto:mats.elzen@novus.se)

# ABOUT *PROJECT IGNORANCE*

---

---

For the Ignorance surveys we develop questions with clear cut response alternatives for web-based survey together with Novus International AB <http://www.novus.se/english.aspx> . We did a web survey in UK in May 2013 in collaboration with SSI <http://www.surveysampling.com/> . Their web-panel answered the seven questions listed below.

The aim with these surveys are to understand how pronounced and how frequent the ignorance about major global development trends are 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. The first survey covered major trends in demography, health, education and energy. Below are the results from all the 1012 respondents in the UK panel, and separately also shown for the 373 out of these respondents that had reported to have a degree from a university or the Open University. The CORRECT answer is marked and below each question is the data source.

To conduct the survey we have worked together with the Swedish research company Novus Group International. They have supported us in the work of designing adequate questions, the survey methodology in general and analysis. In Sweden the survey was conducted in Novus online panel, with a nationally representative, probability-based sample of the Swedish population. In the U.K, the data collection was conducted by the SSI –Survey Sample International, and all results has been processed by Novus.

In Sweden, the study so far has been divided in five different batches in the spring and fall of 2013 with a little more than 1000 interviews in each batch. In the U.K. survey there was 1012 interviews and was conducted in 24-29 May 2013.

More information about Novus: [www.novus.se](http://www.novus.se)

More information about Gapminder: [www.gapminder.org/](http://www.gapminder.org/)

# Questions

---

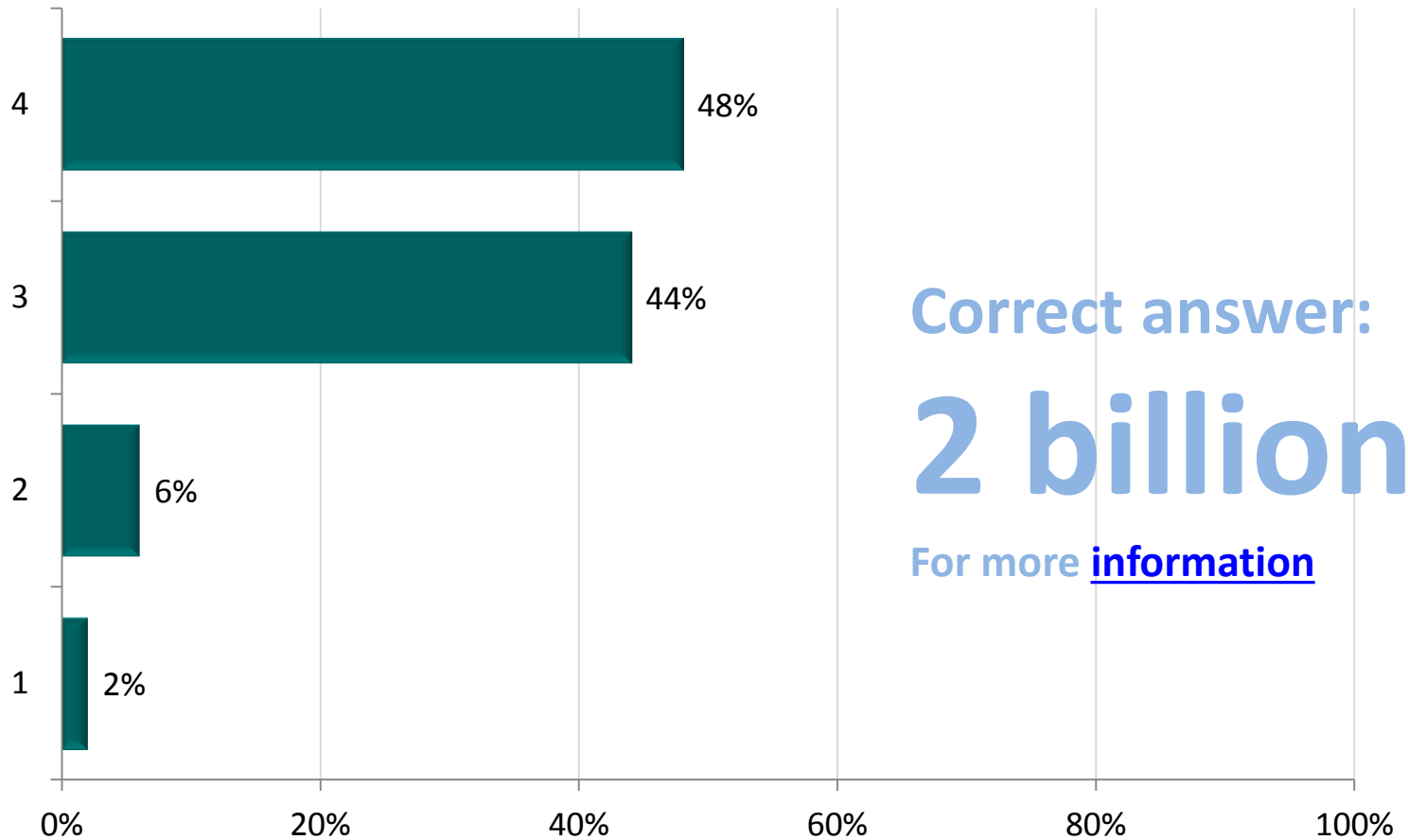
---

1. In the year 2000 the total number of children (age 0-14) in the world reached 2 billion. How many do UN experts estimate there will be by the year 2100?
2. What % of adults (more than 15 years old) in the world today are literate, i.e. can read and write?
3. What is the life expectancy in the world as a whole today?
4. In the last 30 years the proportion of the World population living in extreme poverty has...
5. What % of total world energy generated comes from solar and wind power? Is it approximately
6. What is the life expectancy in Bangladesh today?
7. How many babies do women have on average in Bangladesh?

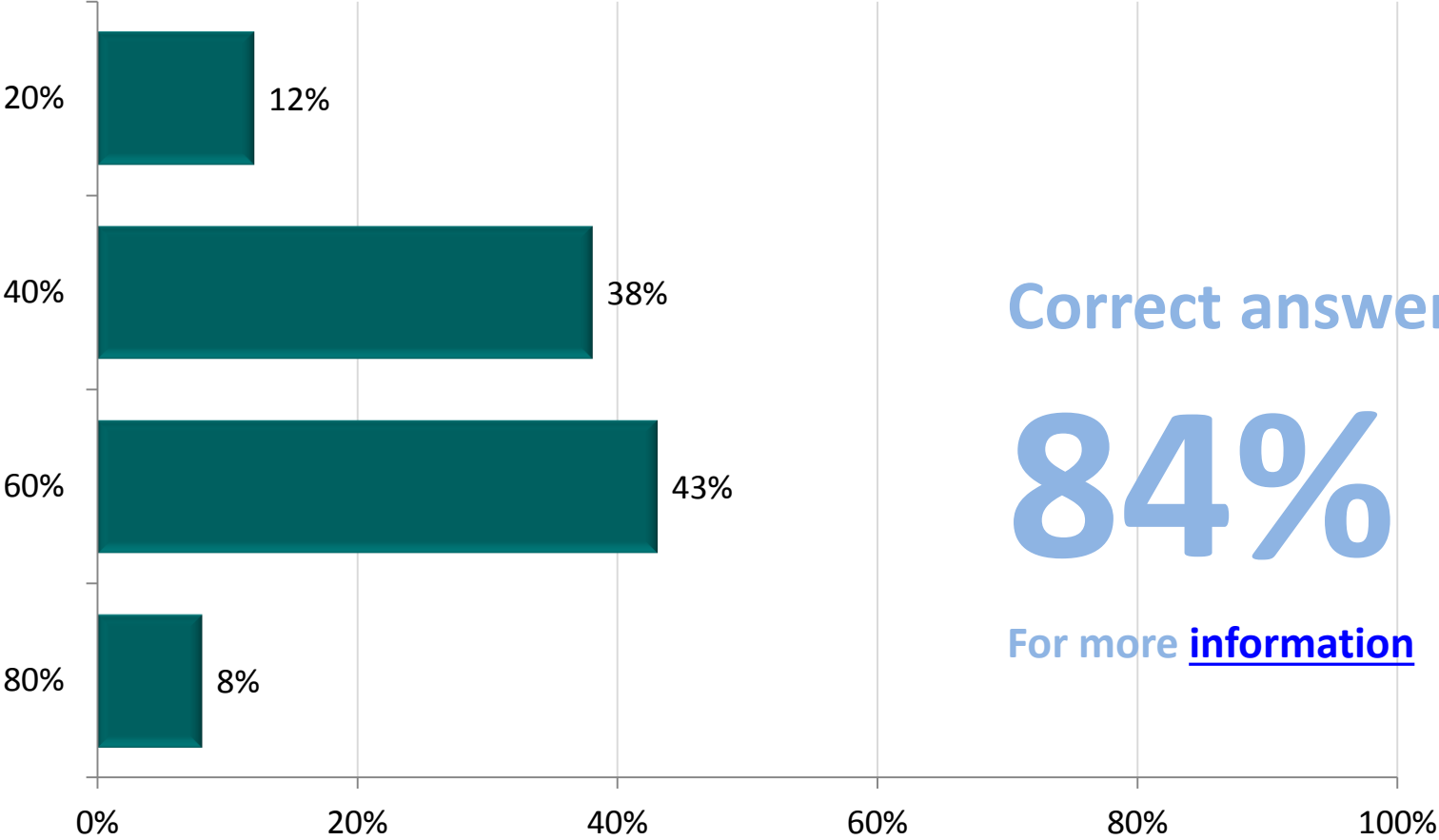
1. In the year 2000 the total number of children (age 0-14) in the world reached 2 billion. How many do UN experts estimate there will be by the year 2100?

---

---



2. What % of adults (more than 15 years old) in the world today are literate, i.e. can read and write?

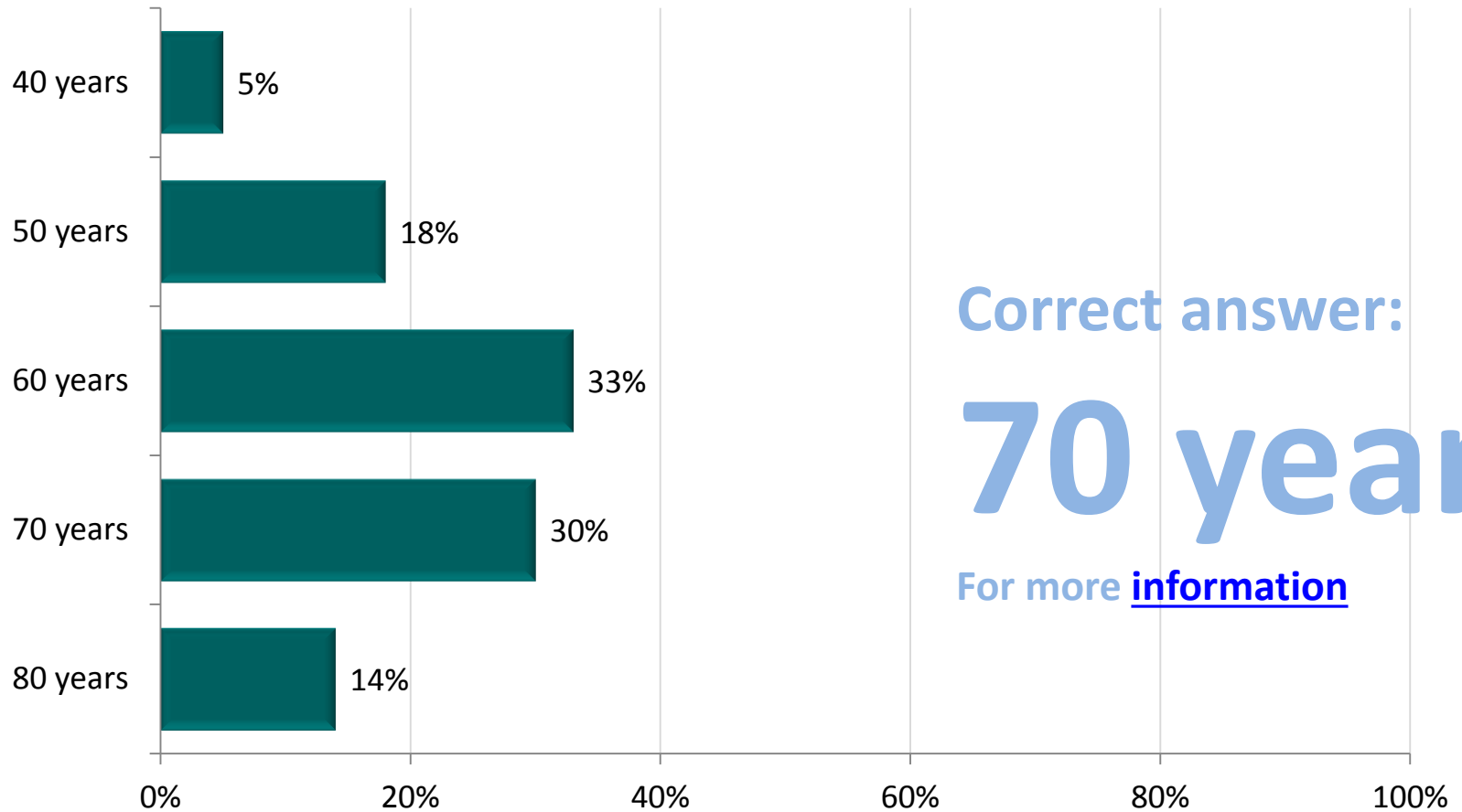


Correct answer:

84%

For more [information](#)

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

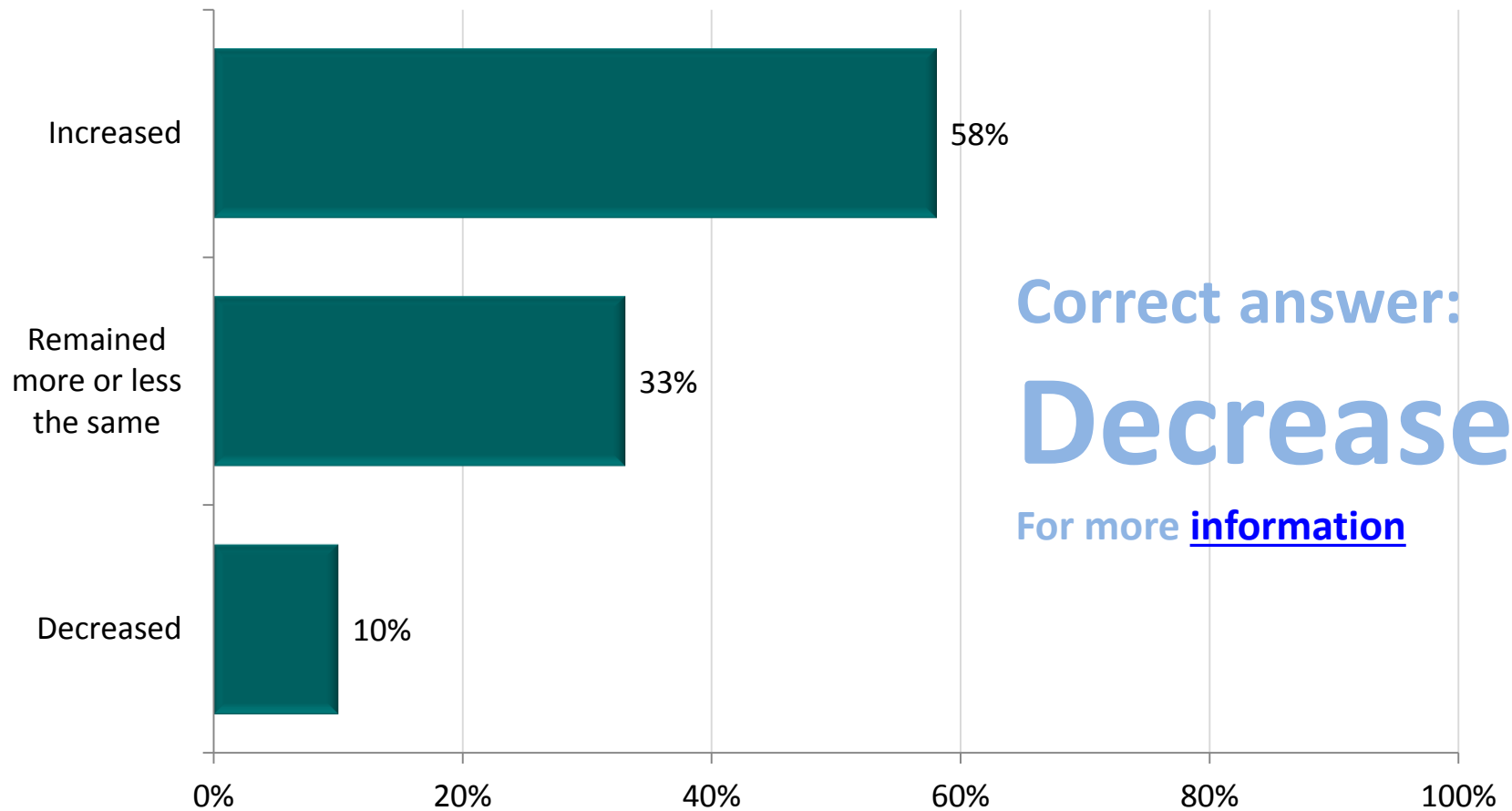


Correct answer:

**70 years**

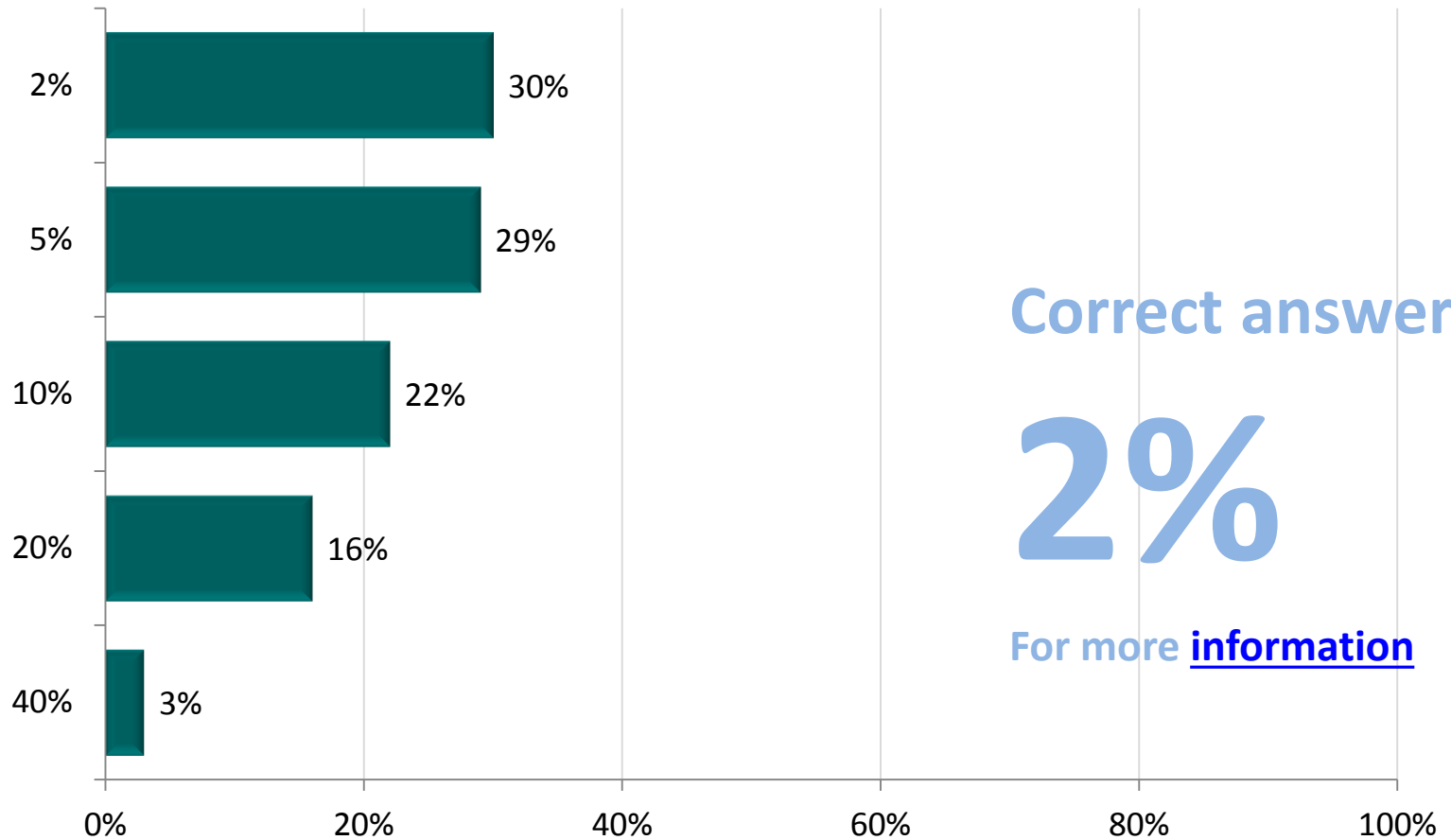
For more [information](#)

4. In the last 30 years the proportion of the World population living in extreme poverty has...



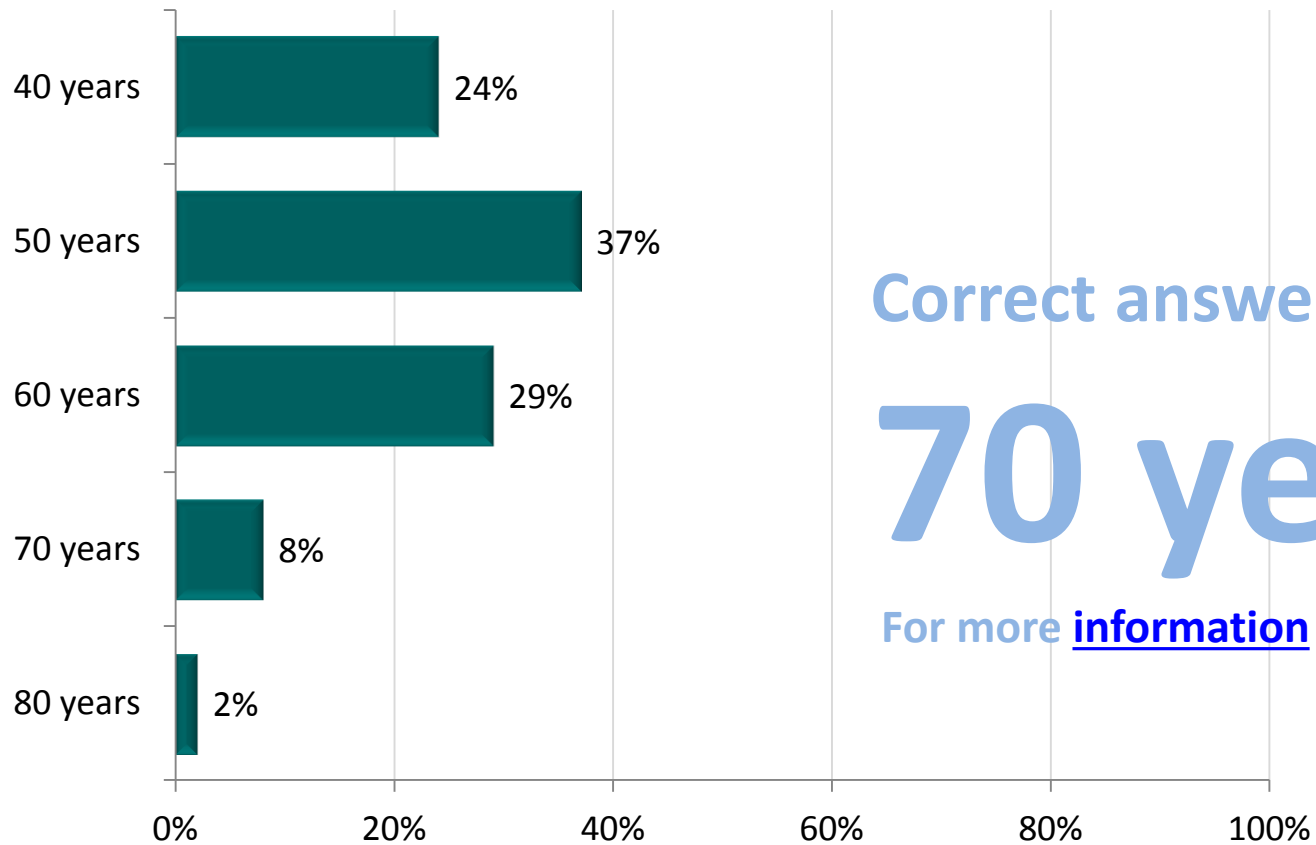
Correct answer:  
**Decreased**  
For more [information](#)

5. What % of total world energy generated comes from solar and wind power? Is it approximately

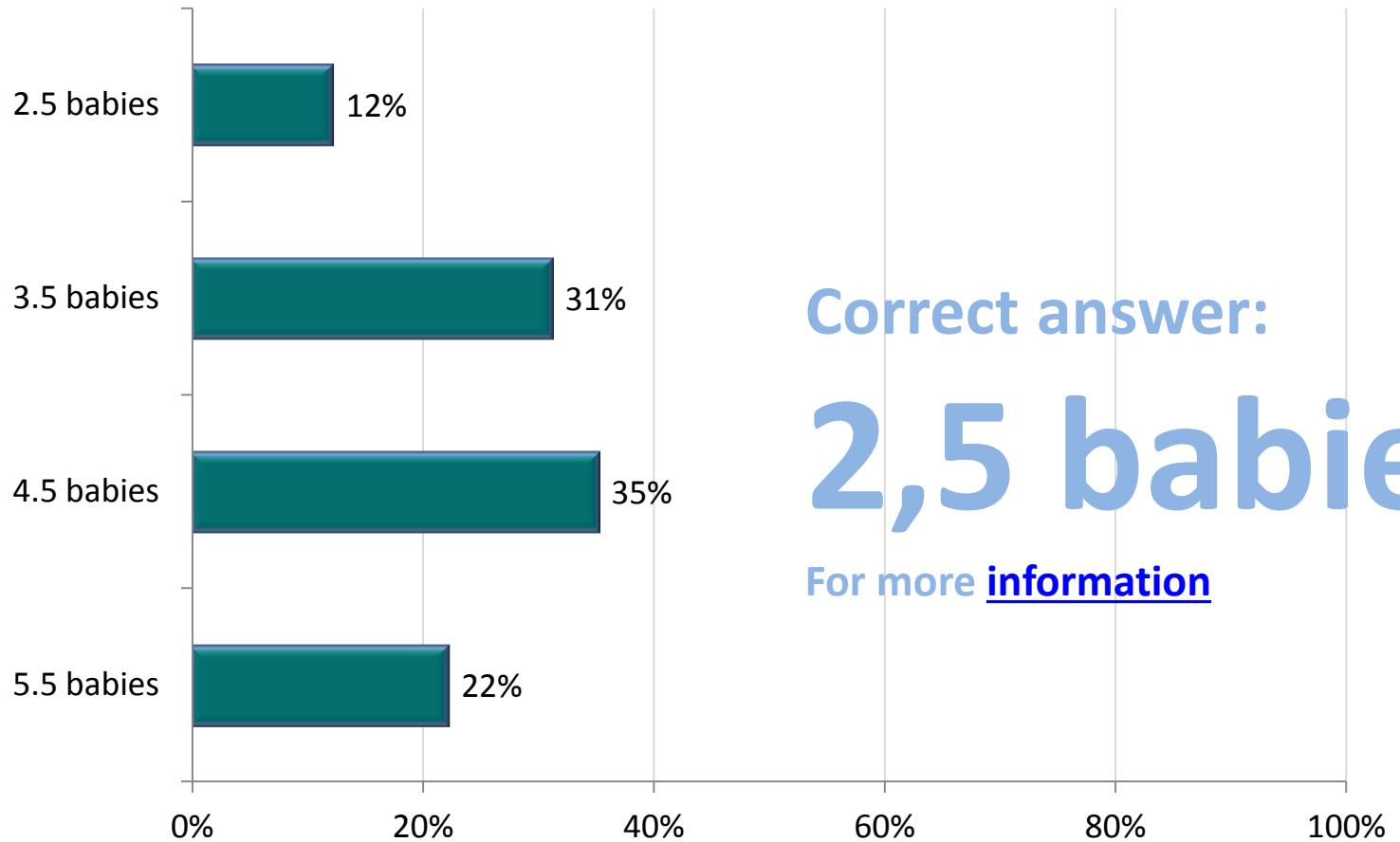




## 6. What is the life expectancy in Bangladesh today?



## 7. How many babies do women have on average in Bangladesh?



Correct answer:

**2,5 babies**

For more [information](#)