MY WORLD.
THE UNITED NATIONS GLOBAL SURVEY FOR A BETTER WORLD.

SUMMARY OF RESULTS: MARCH 2013
Introduction

By March 21st 2013, the MY World survey had mobilized over 150,000 participants in 190 countries to vote for their most important priorities. The data that the survey is generating yields important information not only on global priorities, but also how these differ by characteristics: by gender, age, education level, and location. This paper provides information on the current findings at a global and sub-global level, and some information on the partnerships that have made MY World possible.
Global results

Globally, the top four priorities stay the same regardless of gender. The main differences are that men rank ‘better job opportunities’ more highly than women; and women rank ‘equality between men and women’ considerably higher than men.

Table 1: Global priorities, men and women

<table>
<thead>
<tr>
<th>All Global Participants</th>
<th>All Women</th>
<th>All Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 A good education</td>
<td>1 A good education</td>
<td>1 A good education</td>
</tr>
<tr>
<td>2 Better health care</td>
<td>2 Better healthcare</td>
<td>2 Better healthcare</td>
</tr>
<tr>
<td>3 An honest and responsive government</td>
<td>3 An honest and responsive government</td>
<td>3 An honest and responsive government</td>
</tr>
<tr>
<td>4 Access to clean water and sanitation</td>
<td>4 Access to clean water and sanitation</td>
<td>4 Access to clean water and sanitation</td>
</tr>
<tr>
<td>5 Protection against crime and violence</td>
<td>5 Protection against crime and violence</td>
<td>5 Better job opportunities</td>
</tr>
<tr>
<td>6 Affordable and nutritious food</td>
<td>6 Affordable and nutritious food</td>
<td>6 Protection against crime and violence</td>
</tr>
<tr>
<td>7 Better job opportunities</td>
<td>7 Better job opportunities</td>
<td>7 Affordable and nutritious food</td>
</tr>
<tr>
<td>8 Protecting forests, rivers and oceans</td>
<td>8 Equality between men and women</td>
<td>8 Protecting rivers, forests and oceans</td>
</tr>
<tr>
<td>9 Freedom from discrimination and persecution</td>
<td>9 Protecting rivers, forests and oceans</td>
<td>9 Freedom from discrimination and persecution</td>
</tr>
<tr>
<td>10 Equality between men and women</td>
<td>10 Freedom from discrimination and persecution</td>
<td>10 Political freedoms</td>
</tr>
</tbody>
</table>

Two global trends are of particular importance for a post-2015 agenda:

1. The existing MDGs continue to be important. Health and education are the top two priorities globally. There is a big unfinished agenda which a new global agreement will need to address if it is to meet people’s aspirations. Water and food are also high on the list.

2. But new issues will need to be included. The most important of these is an honest and responsive government. Other priorities not covered, or barely covered; in the
existing MDGs include greater protection from crime and violence, better job opportunities, and protection of the natural environment. People also clearly care about fairness: both freedom from discrimination in general and inequality between men and women in particular.

### MY World and Gender Equality

The number of women that have participated in MY World is slightly higher than the number of men (51% women). Although the ranking of “Equality between men and women” is higher for women (8th) than for men (15th), overall it features very low as a priority. The result is largely age-neutral, but there are some slight differences depending on education level (a greater priority for both men and women with higher levels of education) and Human Development Index (men and women in high and very high HDI countries give greater priority to gender equality). In the first offline representative survey conducted in Liberia, gender equality ranked higher for women in urban rather than rural areas.

There is a huge literature – backed up by practical experience – that shows how vital gender equality is for development not just in and of itself, but also its instrumental nature in reaching other goals. This serves to highlight one of the limitations of a survey of this nature; there is a risk – borne out in this case – that critical development objectives can be under-emphasized. This can be so partly because of the characteristics of the respondent, and also because the full multipliers are not well understood by all participants. Given the prevalence of men at policy decision-making levels, this tends to support the case for a standalone goal that looks at all aspects of women’s empowerment: access to services, economy and jobs, political representation.
MY World Geographic and Demographic breakdowns

A breakdown of the data also reveals findings which relate closely to the High Level Panel's agenda. Below, we consider what the data reveals about the priorities of the very poorest, what the data tells us about the importance of building prosperity over the long term, and how participants have ranked the priorities relating to environmental sustainability.

Eradicate poverty

The MY World responses can help to inform the debate about poverty eradication by identifying the priorities of the very poorest people who have participated in the survey. Education level is used as the proxy for income, and the responses of some particular groups likely to be among the very poorest are listed in the table below:

Table 2: Respondents with ‘some primary education’ only

<table>
<thead>
<tr>
<th>Under 25s</th>
<th>Women</th>
<th>Over 60s</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 A good education</td>
<td>1 Better healthcare</td>
<td>1 Better healthcare</td>
</tr>
<tr>
<td>2 Better healthcare</td>
<td>2 A good education</td>
<td>2 An honest and responsive government</td>
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<tr>
<td>3 Access to clean water and sanitation</td>
<td>3 Access to clean water and sanitation</td>
<td>3 Access to clean water and sanitation</td>
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<tr>
<td>4 An honest and responsive government</td>
<td>4 An honest and responsive government</td>
<td>4 Better job opportunities</td>
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<tr>
<td>5 Affordable and nutritious food</td>
<td>5 Better job opportunities</td>
<td>5 A good education</td>
</tr>
<tr>
<td>6 Better job opportunities</td>
<td>6 Affordable and nutritious food</td>
<td>6 Better transport and roads</td>
</tr>
<tr>
<td>7 Protection against crime and violence</td>
<td>7 Better transport and roads</td>
<td>7 Support for people who can’t work</td>
</tr>
<tr>
<td>8 Better transport and roads</td>
<td></td>
<td>8 Support for people who can’t work</td>
</tr>
<tr>
<td>9 Protecting forests, rivers and oceans</td>
<td></td>
<td>9 Affordable and nutritious food</td>
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<tr>
<td>10 Support for people who can’t work</td>
<td></td>
<td>9 Political freedoms</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10 Protection against crime and violence</td>
</tr>
</tbody>
</table>

In some ways the priorities are similar to those of respondents as a whole. Education and healthcare remain high priorities, though education less so for the over-60s. Water and
sanitation are high, as is getting access to sufficient food, particularly for the under-25s. But this data points to some further priorities too: jobs are ranked more highly, as is transport infrastructure. Among men with some primary education only, the priorities are the same as for women, except that protecting forests, rivers and oceans is tenth in place of political freedoms.

What is different about this group compared with all responses is the priority given to support for people who can’t work. It is only among the less educated that this is a high priority, not featuring in the top 10 for global results.

The MY World findings suggest the following priorities for a global agenda to eradicate poverty:

- The existing MDG areas of health, education, water and sanitation, and food, are still a very high priority, for the poorest as for other groups.
- New issues – particularly jobs, protection from crime and violence and transport and roads – are a priority for most very poor people, and again, for many others. Jobs remain a high priority (fourth) for the over-60s with less education, but for all over-60s they are tenth in the list of priorities. This perhaps suggests a gap in pension provision between richer and poorer countries.
- An honest and responsive government is a high priority for almost respondents, suggesting that people need more confidence in their governments’ capacity to deliver the services they need.
- Support for people who can’t work is a high priority, but only for very poor people, suggesting that there will be a political job to explain the benefits of social protection systems to other social groups.

### Democratic Republic of the Congo

The MY World results from the Democratic Republic of Congo (DRC) are the first to have come in through SMS. Over 4000 people in the DRC responded to a text inviting them to participate in the survey (reflecting a completion rate of 2.9%). While ‘a good education’ tops the survey as with the global rankings, some important differences then become apparent. In line with the focus of many people in Africa for jobs and economic transformation, ‘better job opportunities’ comes in 2nd. ‘Protection against crime and violence’ and ‘an honest and responsive government’ rank 3rd and 4th respectively, before food and healthcare return the list to standard MDG priorities. Lastly, ‘support for people who can’t work’, which tends to come out as a very low priority in the global results, places 8th.
Building prosperity

The aspirations for a post-2015 agenda go beyond ending extreme poverty. The ambition is to set the world on course for a more prosperous and secure future, by combining poverty eradication with the development of more sustainable pathways to economic growth. Doing so involves a focus not just on growth and jobs, but also on the services that underpin broad based economic growth, such as transport, energy and communications infrastructure.

Results from Africa and from Low-Human Development Index (HDI)\(^1\) countries in general underline the high priority given to issues relating to longer term prosperity.

<table>
<thead>
<tr>
<th>Table 3: Priorities of African and Low-HDI countries</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All Global Participants</strong></td>
</tr>
<tr>
<td>1. A good education</td>
</tr>
<tr>
<td>3. An honest and responsive government</td>
</tr>
<tr>
<td>5. Protection against crime and violence</td>
</tr>
<tr>
<td>7. <strong>Better job opportunities</strong></td>
</tr>
</tbody>
</table>

Jobs are a high priority everywhere, pointing to the importance of integrating this issue more firmly into a new agenda. However, some of the other elements of a growth agenda are, perhaps unsurprisingly, a higher priority in poorer countries. While in the world as a whole neither transport nor energy feature in the top ten, both are represented among African and low-HDI countries. This focus drops off quickly with income level – energy is in the bottom

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\(^1\) The first [Human Development Report](https://www.un.org/development/desa/human-development/index.html) introduced a new way of measuring development by combining indicators of life expectancy, educational attainment and income into a composite human development index, the HDI. The breakthrough for the HDI was the creation of a single statistic which was to serve as a frame of reference for both social and economic development.
three priorities among medium, high and very high HDI countries, while transport is still in the top ten for medium HDI countries but drops out among high and very high HDI countries.

Although transport is a concern particularly for very poor people, especially so for the over 60s, it is not necessarily the poorest people who are driving the focus on energy infrastructure. Among people in low-HDI countries, the priority attached to reliable energy at home rises with level of education, featuring at number 9 for the most educated. This might reflect higher expectations among this group. We have excluded the votes from Nigeria for both groups, as the very large number skews the overall results (see box below for priorities in Nigeria).

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**Nigeria**

A large and ongoing offline MY World survey in Nigeria had, as of last week, yielded votes from 55,225 participants. Men (54%) slightly outnumber women (46%), while a quarter of respondents only have ‘some primary’ education. As a country ranked as low in the Human Development Index, the results are particularly important for those interested in a new development agenda that keeps poverty eradication at its core. The top three priorities selected resonate with those selected globally, albeit in a different order: better healthcare, a good education, and an honest and responsive government. But differing from the global results, and reflecting the call from the Monrovia HLP meeting for economic transformation, better job opportunities, water and sanitation, and transport and roads place fourth, fifth and sixth in the ranking respectively. Political freedoms also rank more highly than in the global results, coming eighth.

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**Ghana**

The MY World offline survey in Ghana engaged a representative sample of 3500 voters. Better healthcare came out as the top priority by a long margin: over 80% of participants included health as one of their six choices. Access to clean water and sanitation ranks second, with better job opportunities third. Interestingly, education – which consistently comes out as the first priority in the global survey – ranks as fourth in Ghana. This may reflect the high quality of schooling that already exists in the country. Better transport and roads (5th), and reliable energy at home (6th), also feature more strongly in Ghana in comparison with the global results.

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**Liberia**

Over 2000 people participated in the first representative offline MY World survey in Liberia. A good education and better healthcare were selected as the top two priorities. Jobs and infrastructure occupy the next four slots: better transport and roads, better jobs, access to water and sanitation, and phone/internet access. This again reflects the focus on economic transformation and livelihoods in many African countries. As a result, a popular choice in the global survey – ‘an honest and responsive government’ – falls back to 9th.
Protecting the future

A third priority of a post-2015 agenda will be to safeguard any gains made on poverty and prosperity well into the future, by building in a more sustainable approach to progress. As the middle class grows worldwide, greater attention will have to be paid to developing sustainable pathways to growth and sharing out finite resources in an equitable way. What emerges from the MY World survey is that while people are concerned with their immediate environment - protecting forests, rivers and oceans ranks highly among many groups – climate change is a lower priority. This almost certainly reflects the well-known phenomenon whereby people discount the effects of events likely to happen in the future, being more concerned about immediate priorities such as education, health or governance.

Protecting forests, rivers and oceans is in the top ten for every country-HDI group except for the lowest (where it is ranked 15th). It features 10th across all age groups and for women, but 11th for men. Those with more education also tend to rank ecosystems more highly. By contrast climate change is outside the top ten for every group except for respondents in very high HDI countries.
Brazil

Over 10,000 people in Brazil have participated in MY World. Nearly 60% of respondents are women, and 70% are under the age of 34. The priorities selected are largely the same as in the aggregate global survey (a good education, an honest and responsive government, and better healthcare). But there is an important exception: protecting forests, rivers and oceans ranks in fourth place, with nearly 60% of Brazilians marking it in their top six. Climate change, by contrast, ranks lower in 12th place. This result likely reflects young Brazilian’s recognition of their countries rich ecosystems and biodiversity.

Indonesia

Almost 2000 people from Indonesia have voted through the online version MY World, facilitated by the survey’s translation into Bahasa Indonesia. Women make up nearly 60% of respondents, and almost 90% are under the age of 34. The top three priorities follow, in a different order, those in the global results: a good education, an honest and responsive government, and better healthcare. Like Brazil, Indonesia’s tremendous ecosystems and biodiversity and reflected in the 4th placed ranking of ‘protecting forests, rivers and oceans’. Protection against crime and violence ranks 6th in the survey.
MY World Partnerships

MY World has so far mobilized support from over 245 civil society organizations, tens of corporate partners and global opinion leaders. Contributions have been especially significant in some countries:

- **In Nigeria**, the Nigerian National Youth Corps volunteers have taken MY World to more than 150,000 people, in all 774 local government areas, reaching 77,400 households. Online, social media activists are engaging Nigerian youth - This data is currently being analyzed and will be reported on shortly.

- **In Rwanda**, together with the Ministry of Education and the National Commission for Children, UNICEF and the Nike Foundation will take the MY World survey to 150,000 children in schools and in refugee camps across 30 districts in Rwanda to ensure national coverage.

- **In Thailand** we have recently partnered with Procter and Gamble, who will disseminate MY World via their networks and platforms with a potential reach in to the tens of thousands. Another partnership which has just been secured is with the CIMB Bank (Thailand) to begin a social media and corporate campaign soon with their more than 217,000 Facebook fans and possibly more than 2,000 employees in Thailand. This has huge potential for ASEAN countries because they are marketing themselves as the bank for ASEAN.

- **A partnership with GeoPoll in the Democratic Republic of the Congo** is helping us conduct the poll via mobile surveys, so we will be able to gather data from large numbers of respondents who are otherwise unreachable in a country with limited internet connectivity. We expect to reach approximately 15,000-18,000 people in the DRC in the coming weeks.

There has been very strong support from global corporate partners:

- **Viacom**, one of the world’s leading mass media companies is actively supporting outreach efforts to audiences around the world across its iconic entertainment brands, such as BET, Comedy Central, MTV, Nickelodeon, Paramount, VIVA and more. Viacom will be hosting the MY World survey across its multiple platforms worldwide in English, French, Spanish, German, Italian, Russian, Portuguese and Arabic commencing next week. This will ensure reach into tens of millions of young people, inviting them to vote on MY World.
• **MediaCom**, one of the world’s leading media agencies who plan and buy media for some of the largest advertisers in the world, are providing pro bono support for media strategy and placement featuring MY World Mark a Difference communication campaign. Thanks to their support we can now count on the involvement of **CNN, The Economist, Eurosport, Reuters and GoViral** among many others who will feature our campaign.

• And finally, MY World has generated a lot of excitement also because some very relevant global celebrities are supporting it: Mia Farrow, Marta Vieira da Silva, Paul Tergat, Priyanka Chopra, Aamir Khan, Ted Turner among others.

MY World is an on-going project and the results are changing as new data comes in. For up to date results please visit [results.myworld2015.org](http://results.myworld2015.org)

MY World is coordinated by the UN Millennium Campaign, the United Nation Development Programme, the Overseas Development Institute and the World Wide Web Foundation. Please contact Corinne Woods, UMNC, for further information: [corinne.woods@undp.org](mailto:corinne.woods@undp.org)

More information and analysis of the findings can be provided on request. Contact: Paul Ladd, UNDP [paul.ladd@undp.org](mailto:paul.ladd@undp.org); or Claire Melamed, ODI, [c.melamed@odi.org.uk](mailto:c.melamed@odi.org.uk)
ANNEX: MY World list of partners

**Goodwill Ambassadors**
- **Mia Farrow**, humanitarian activist and UNICEF Goodwill Ambassador
- **Aamir Khan**, film producer, actor and UNICEF Goodwill Ambassador
- **Priyanka Chopra**, actress and UNICEF Goodwill Ambassador
- **Marta Vieira da Silva**, soccer player and United Nations Development Program Goodwill Ambassador
- **Paul Tergat**, marathon champion and
- **Maria Grazia Cucinotta**, actress and World Food Programme Goodwill Ambassador

MY World has also received strong Secretary-General’s MDG Advocates Group members
  - Jeff Sachs, Ambassador Dho Young-shim, Ted Turner, Christine Bosse, Minister Douste-Blazy.

**Corporate partners**
- **101** – the advertising agency that has produced the “Mark a Difference” communications campaign to promote MY World.
- **MediaCom** – pro bono support including media strategy and placement in pan-regional media and local country basis featuring MY World’s Mark a Difference Communication campaign. Facilitated a partnership with CNN, The Economist and other global media outlets.

- **Viacom Inc.** - Supporting outreach efforts to audiences around the world across its iconic entertainment brands, such as BET, Comedy Central, MTV, Nickelodeon, Paramount, VIVA and more. Viacom is hosting the MY World survey across its multiple platforms worldwide in English, French, Spanish, German, Italian, Russian, Portuguese and Arabic.
- **Procter and Gamble**: Supporting outreach efforts to corporate employees, corporate social responsibility programmes (CSR), customers, brands and regional partners.
- **Nike Foundation/Girl Hub** – taking the MY World survey out to 250,000 children in schools and refugee camps in Rwanda, working with UNICEF.
- **Globe Telecom Inc. Communications** – Partnerships will be established with telco giant Globe through SMS push that will promote MY World and drive traffic to the site. Possible hosting of the MY World software for the mobile component of the survey also being explored.
- **Kirusa** – development of an Intercative Voice Response application to enable the survey to be taken through toll free numbers.
- **Leo Burnett (Indonesia)** - development of a low tech mobile application in Bahasa to facilitate mobile engagement in the survey.
- **Manila Times** – will host the survey on the website, and will provide free publication of the ballots on the newspaper from March to May 2013
- **ABS-CBN** – supporting in the promotion of MY World through news updates and social media blasts.
Civil Society partners

ABC4All
AC Sinergia
ACI Américas
ACOT
ACTIVISTA/SENEGAL
ACUDES
Africa Citizen’s Empowerment Foundation
African Views Organisation
African Youth Network for Peace and Development
AIESEC Local Committee Setif
Alianza Cooperativa Internacional para las Américas
Alianza por la Niñez Colombiana
Anglican Alliance
Asosiasi Pendamping Perempuan Usaha Kecil
AXIOS MISION-MUJER
Bahai Office of Public Affairs
Bangladesh National Youth Forum
Berlin Civil Society Center
Big Steps Outreach Network Cameroon
Boy Scouts of the Philippines
British Council Climate Champions Network
Business Fights Poverty
Cameroon Medical Women Association
Center for Improving Qualified Activity in Life of People with Disabilities
Center for Youth Development & Sustainable Democracy
Centre for Human Rights and Development Studies
Chahtec SA
Change Nepalese Mission
Child and Youth Finance International
ChildFund Alliance
Children of the Earth
Children of the Earth Togo
Chitsanzo Youth Organization
CIVICUS: World Alliance for Citizen Participation
Civil Society Organizations Network for Development
Coalition on Rights & Responsibilities of Youth
Commonwealth Youth Programme
Community Based Rehabilitation - Development and Training Center
Congregations of Saint Joseph
Cosmo Foundation Youth
Day of Prayer and Action for Children
Defensores PROCND
Development Initiative for Community Development
Enhancement (DICE)
Development News Africa
Dewan Atsiri Indonesia
DRIP Foundation-Bangladesh
Dynamic Youth Development Organization
EAPN Madrid
EcoGlobal
Ecumenical Advocacy Alliance
Entrepreneurship Initiative for African Youth
Ethiopian Change and Development Association
FISIP UIN Jakarta
FORUM RAKYAT INDONESIA
Forward in Action for Conservation of Indigenous Species
FOSNU PROBOLINGGO
Foundation for Environmental Stewardship
Free Relation
Fresh & Young Brains Development Initiative
Girl Scouts of the USA
Girls Not Brides: The Global Partnership to End Child Marriage
Globah Movement for Wildlife Preservation & Conservation
Global Alliance for Development Foundation
Global Call to Action against Poverty
Global Science Academy
Global Young Greens
Global Youth Efficiency Foundation
Green Umbrella Youth Group
HelpAge International
High World Int. Org.
Himpunan Serikat Perempuan Indonesia
Hope for the Needy Association
IDEAS For Us
IMBV/LORETO
IMCS - Pax Romana
Impact with Danny
Youth Information Service of Kazakhstan
Youth Initiative for Community Empowerment
Youth Millennium Development Ambassadors Initiative
Youth Network on HIV/AIDS, Population and Development
Youth Partnership for Peace and Development
YouThink Nigeria
Y-peer Libya
World is a global survey for citizens led by the United Nations and partners. It aims to capture people’s voices, priorities and views; so that global leaders can be informed as they begin the process of defining the new development agenda for the world.