



# Goalkeepers Global Youth Poll: Understanding the perspectives of young people around the world

This document contains findings from a new study for the Bill & Melinda Gates Foundation’s Goalkeepers campaign, which highlights key differences on optimism, attitudes to the UN’s Sustainable Development Goals (SDGs), and what people around the world want their leaders to focus on.

For the sake of analysis in this document, we have grouped the countries by using the World Bank’s most recent countries by percentage of people living below the national poverty line. The definition of poverty as a term is debated, but generally considered to refer to lacking income stability to ensure that basic life needs (food, water, housing, utilities) are routinely met. We have used this grouping as it can help to identify stories within the data.

Higher income countries	Low and middle-income countries
<ul style="list-style-type: none"><li>• Australia</li><li>• France</li><li>• Germany</li><li>• Great Britain</li><li>• Sweden</li><li>• United States</li><li>• Saudi Arabia</li></ul>	<ul style="list-style-type: none"><li>• Brazil</li><li>• China</li><li>• Indonesia</li><li>• Mexico</li><li>• Russia</li><li>• India</li><li>• Kenya</li><li>• Nigeria</li></ul>

## Levels of optimism are highest in low and middle-income countries

- People in low- and middle-income countries tend to be more optimistic about their future, the future of their country, and the future of the world compared with those higher income countries.
- They are also more likely to believe they can make a difference in how their country is governed, and that they can make a positive impact on the world.

## Young people in all countries are more optimistic than older generations

- Across the study, younger people are more optimistic than older people.
- Young people (aged 12-24) in low and middle-income countries are the most optimistic group across all measures.
- The difference in optimism between young people in higher income countries vs. young people in low and middle-income countries is relatively high. For example, nine in ten 12-24 year olds in low and middle-income countries (89%) are optimistic about their future compared with seven in ten in higher income countries (74%).
- When asking about the future of the world, eight in ten 12-24 year olds in low and middle-income countries (79%) say they are optimistic compared with half in higher income countries (50%).

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- While overall levels of optimism are lower in higher income countries, males of all ages in higher income countries are more positive about the future of their country (53%) and the future of the world (46%) compared with females (49% and 43% respectively).

Are you optimistic or pessimistic about the following...? (Very + somewhat optimistic)						
	Higher income countries			Low and middle-income countries		
	12 to 24	25+	All	12 to 24	25+	All
<b>Your future</b>	74%	66%	67%	89%	86%	87%
<b>The future of your country</b>	54%	50%	51%	77%	74%	75%
<b>The future of the world</b>	50%	43%	45%	79%	76%	77%

### Of the SDGs, people want leaders to focus on improving education and ending poverty

- Overall, ending poverty (33%), improving education (31%), and access to jobs (27%) are the top priorities for leaders to focus on.
- In higher income countries, ending poverty (29%), climate change (24%), improving education (21%), and ending conflicts (21%) are the top priorities.
- For low and middle-income countries, improving education (41%), ending poverty (37%), and access to jobs (32%) are the top priorities.
- The findings show those in higher income countries place much greater emphasis on climate change compared with those in low and middle-income countries.
- A much larger proportion of people in low and middle-income countries choose promoting health, access to jobs, and economic fairness than in higher income countries.
- In low and middle-income countries, those aged 12-24 are also more likely than any other age group to prioritize ending hunger.
- In both higher income countries and low and middle-income countries, those aged 12-24 place greater emphasis on gender equality than those aged 25+, particularly in higher income countries. The opposite is true for economic fairness, which was chosen by a greater proportion of those aged 25+ in both groups of countries.
- Across all income groups and age brackets, women are more likely than men to cite gender equality as a top priority. This difference is particularly stark among young people (12-24) in higher income countries, where gender equality was chosen by 20% of females and 11% of males.
- Improving education is seen as a much greater priority in lower and middle-income countries than in higher income countries (lower/middle 41%, higher 21%). Across both groups of countries, it is more of a priority for younger people (12-24), particularly in lower and middle-income countries, where almost half (46%) see it as a priority.

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From the following list of global issues, what is the most important for leaders to focus on?						
	Higher income countries			Low and middle-income countries		
	12 to 24	25+	All	12 to 24	25+	All
Ending poverty	28%	30%	29%	36%	38%	37%
Improving education	23%	20%	21%	46%	39%	41%
Access to jobs	23%	20%	20%	33%	32%	32%
Promoting health	16%	19%	18%	26%	27%	27%
Economic fairness	14%	19%	18%	22%	28%	26%
Ending conflicts	17%	22%	21%	15%	15%	15%
Climate change	22%	25%	24%	8%	10%	9%
Ending hunger	17%	16%	16%	17%	15%	16%
Reducing pollution	15%	15%	15%	15%	17%	17%
Environmental sustainability	14%	15%	15%	14%	14%	14%
Clean water access	14%	17%	16%	10%	11%	11%
Quality infrastructure	8%	10%	10%	13%	14%	14%
Gender equality	15%	10%	11%	9%	6%	7%
Clean energy	12%	10%	10%	7%	7%	7%
Protecting the oceans	10%	11%	11%	3%	3%	3%
Protecting biodiversity	6%	5%	6%	5%	5%	5%
None of these	5%	5%	5%	1%	1%	1%

### The UN's SDGs are more of a priority in low and middle-income countries compared with higher income countries

- Those in low and middle-income nations are more likely to see the UN Sustainable Development Goals (SDGs) as important in ending poverty and improving lives (72%) compared with those in higher income countries (55%).
- Half (49%) of those in low and middle-income nations see the SDGs as *very* important, compared to 29% in higher income countries.
- Across the study, ending poverty (33%), improving education (31%), and access to jobs (27%) are the top issues people think leaders should focus on.
- People in low and middle-income nations place much greater emphasis on improving education (41% vs 21% in higher income nations) while climate change is a bigger priority for those in higher income nations (24% vs 9% in low and middle-income nations).

How important do you think the United Nations Sustainable Development Goals (SDGs) are in ending poverty and improving lives? (Very + Somewhat important)		
	12-24	25+
Higher income	53%	55%
Low and middle-income	70%	74%

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### Around half of women think life is better for men and boys than for women and girls

- In higher income and low and middle-income countries, women are more likely than men to agree that *'life is better for men & boys than women & girls.'* The difference is more pronounced in higher income countries (49% of women in higher income countries vs. 37% of men; in low and medium: 45% vs. 43%).
- Women aged 12-24 in higher income countries are the group most likely to agree with this statement (54%). In low and middle-income countries, the figure for 12-24-year-old females is 44%.
- People in lower and middle-income countries (61%) are more likely than people in higher income countries (41%) to think that living conditions for women will get better over the next 15 years. In higher income countries, men (43%) are more likely than women (38%) to think this.

Agree – <i>'Life is better for men and boys in [..] than for women and girls'</i>							
	Total	Males	Females	12 to 24 Males	12 to 24 Females	25+ Males	25+ Females
Higher income	43%	37%	49%	39%	54%	36%	48%
Low and middle-income	44%	43%	45%	44%	44%	42%	45%

Over the next 15 years, do you think living conditions for the following people will get better or worse... <i>'Women and girls in your country'</i> - Better							
	Total	Males	Females	12 to 24 Males	12 to 24 Females	25+ Males	25+ Females
Higher income	41%	43%	38%	50%	50%	42%	35%
Low and middle-income	61%	61%	60%	66%	67%	59%	57%

Over the next 15 years, do you think living conditions for the following people will get better or worse... <i>'Men and boys in your country'</i> - Better							
	Total	Males	Females	12 to 24 Males	12 to 24 Females	25+ Males	25+ Females
Higher income	28%	29%	26%	37%	34%	27%	25%
Low and middle-income	57%	59%	56%	63%	60%	56%	54%

### Those in low and middle-income countries are most optimistic about their generation making a positive impact on the world

- People in low and middle-income countries are far more likely to agree that *'my generation will have a more positive impact on the world than my parents'* (63%) compared with people in higher income countries (39%). In both groups of countries, youth are more likely to agree than older people.

Agree – <i>'My generation will have a more positive impact on the world than my parents'</i>		
	12-24	25+
Higher income countries	49%	37%
Low and middle-income countries	66%	61%

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Overall, there is very little difference between higher income and low and middle-income countries when it comes to knowledge about healthcare

- Young people in higher income countries are the least knowledgeable about where they would go to receive medical care.

If you were to get seriously ill or be injured, do you know where to go to receive medical care?						
	Higher income			Low and middle-income		
	12 to 24	25+	All	12 to 24	25+	All
<b>Yes</b>	83%	88%	87%	89%	90%	90%

- Looking at the quality of healthcare, those in higher income countries are more likely to agree with the statement ‘*People like me have access to quality healthcare in [country]*’ (65% vs. 54% in low and middle-income countries).
- In low and middle-income countries, those aged 12-14 are more likely to agree they have access to quality healthcare (58%) than those aged 25+ (52%). There is no difference between ages 12-24 and 25+ in higher income countries (65% each).

People in low and middle-income countries are slightly more trusting of the motivations of their leaders, but neither group feels very positive overall

- Although no group is especially positive about their leaders, people in developing countries are slightly more likely than their peers in higher income countries to think their leaders care about them.
- In both groups of countries, young people are more trusting of their leaders’ motivations.

Agree – ‘The political leaders of [..] care about people like me’							
		Higher income countries			Low and middle-income countries		
	Total	12 to 24	25+	All	12 to 24	25+	All
<b>Agree</b>	23%	28%	20%	22%	28%	24%	25%

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### PART 2:

#### Country specific (note: in this section, youth refers to 12-15/17 year olds, and adult refers to those aged 16/17+)

##### **Australia**

- Australian youth are much more optimistic about their future living conditions than adults. 50% of youth think they will get better over the next 15 years, compared to only 38% of adults. This 12% difference is only matched by France (11%) and Kenya (12%) and exceeded by the United States (14%).
- Australian adults and youth are among the least content across higher income countries with their ability to find good jobs (mean average 5.4 out of 10 adults, 5.8 youth).
- 68% of Australian youth believe that family and friends have the biggest positive impact on their lives. Among all the countries surveyed, only in Great Britain do a higher proportion of young people say this (70%).
- Australian youth spend 75% of their time in school or studying. Only Chinese, Indonesian and Kenyan youth spend more of their time on these activities.
- 77% of Australian adults think that people have basic human rights in their country, the third-highest proportion in the study after Great Britain and India. This is also reflected in Australian youth, among whom 76% think people have basic human rights in their country.
- Australian adults and youth think that the top global priorities for leaders should be ending poverty (26%/27%) and access to jobs (24%/30%).
- Only 43% of Australian youth think that the UN Sustainable Development Goals are important – the second-lowest proportion among all countries in the study above Nigeria (34%). One in three Australian youth (34%) have never heard of the SDGs.

##### **Brazil**

- Brazilian adults and youth are among the most optimistic in the study about their own futures (84%/86), but they are much less optimistic about the future of their country (52%/59%) and adults are particularly less optimistic on the future of the world (60%/67%).
- Across the whole study, Brazilian adults and youth feel less happy about the impact their government has on their lives (mean averages 3.9/4.3 out of 10 for adults and youth) than any other nation except Nigeria. They are also the second-most likely to say that government or political leaders have the most negative impact on their lives (55%/59%), and the least likely to agree that their political leaders care about them (10%/16%).
- Despite the above, in Brazil a large proportion of adults and youth agree that they can make a difference in how their country is governed (54%/64%), well above the overall total.
- Relatively few Brazilians believe that people have basic human rights in their country – only 40% of adults (second lowest in the study) and 46% of youth (lowest in the study).
- Adults and youth in Brazil think that improving education should be the top priority for their leaders (51%/55%), followed by promoting health for adults (33%) and access to jobs for youth (36%).

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### China

- Chinese adults and youth are the most optimistic across the study about the future of their country (88% adults/94% youth) and the future of the world (85%/90%).
- Across the study, Chinese adults and youth are the most likely to agree that their generation will have a more positive impact on the world than their parents (78%/89%). Chinese youth are particularly more optimistic than their counterparts in other countries.
- A much larger proportion of Chinese adults and youth agree that their generation is better off than their parents than any other nation in the study (84%/92%).
- Chinese adults are one of only two groups (along with Kenyan adults) where 'family and friends' are not the most-chosen option for what has the most positive impact on respondents' lives (19%, behind health or well-being at 38% and wealth/personal finances at 21%). Chinese youth are different – 'family and friends' comes out top (32%), alongside health or well-being (31%).
- No young people, and only 2% of adults, in China chose religion as having the most positive impact on their lives.
- Both adults and youth in China consider environmental sustainability to be the top priority for their leaders (37% adults/39% youth). For adults, reducing pollution is the next highest priority (28%), and for youth, ending poverty and improving education are the next highest priorities (both 32%). India and Russia are the only other countries where reducing pollution is among the top priorities.

### France

- Across the whole study, French adults and youth are the least optimistic about their future (50%/69%), their country's future (33%/50%) and the future of the world (24%/43%).
- People in France claim to be the least knowledgeable on politics and government and are unlikely to agree their political leaders care about them (16% youth and 12% adults saying *agree*).
- Ending poverty is the top priority for both youth (34%) and adults (32%).
- French adults are the least happy about their lives at the moment of any country in the study (mean average 6.1 out of 10, followed closely by Kenyan adults at 6.2).
- French youth are considerably happier with their lives than their adult counterparts (7.1 out of 10), although only Swedish youth (6.9 out of 10) and Nigerian youth (6.8 out of 10) are less happy.
- 58% of French adults and 66% of French youth say that friends and family have the most positive impact on their lives. For adults, this is higher than all other countries except Great Britain (60%), and for youth only Great Britain (70%), Australia (68%), and the United States (67%) saw more choosing this option.
- In France, a smaller proportion of adults spend half or more of a typical day on chores, housework, or caring for family members (10% adults, 8% youth) than in any other country across the study. Youth in France are among the lowest alongside youth in China and Russia.
- France is one of only 2 countries (Sweden being the other) where a smaller proportion of youth than adults think that they can make a difference in how their country is governed (Youth 33% agree, adults 39%).
- French adults and youth identify a higher minimum age to get married (27.0/26.4) and ideal age for women to have children (27.4/27.1) than any other country across the study.

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### Germany

- German adults and youth are among the least optimistic in the study about the future of the world (37%/51%) and the future of their country (47%/56%). While a majority are optimistic about their own futures (66%/78%), these numbers still put Germany at the middle of the pack.
- Germans are particularly pessimistic about their future living conditions. Only 25% of adults and 35% of youth think they will improve over the next 15 years, the lowest proportions in the study.
- 54% of German adults think that their generation is better off than their parents were, behind only China (84%), India (77%), Indonesia (62%) and Saudi Arabia (55%). However, only 46% of youth think this – the third lowest proportion ahead of only France (31%) and Russia (32%).
- In Germany, only 28% of adults and 36% of youth think that their generation will have a more positive impact on the world than their parents – in both cases the lowest proportion of any country in the study.
- A higher proportion of German adults think that they are knowledgeable about politics and government (57%) than in any other country in the study except India. However, relatively few German adults and youth think they can make a difference in how their country is governed (20%/22%). For both age groups, only Russians are more pessimistic about this.

### Great Britain

- Great Britain has the second-highest proportion of adults agreeing that people have basic human rights in their country (78%), behind only India (80%). The figure for youth is about the same (76%).
- Only 44% of adults in Great Britain are optimistic about the future of their country, the second-lowest proportion of any country. Youth in Great Britain are more optimistic (57%), but this is still a lower proportion than in all but two other countries (Germany and France).
- Young people in Great Britain are the happiest among higher income countries about the impact that their government has on their lives (mean average 5.9 out of 10) alongside the United States. Adults are less happy about this (mean average 5 out of 10) – no other country in the study, except Kenya, sees more of a difference between adults and youth in this measure.
- 60% of adults and 70% of youth in Great Britain say that family and friends have the most positive impact on their lives. Across the study, these are the highest percentages among both adults and youth.
- 43% of young people in Great Britain say they are not knowledgeable about government and politics (only 27% say that they are). The only other countries in the study where young people feel less knowledgeable are France and Nigeria.

### India

- Indian adults and youth are among the most optimistic about their future (90%/92%), their country's future (86%/90%) and the future of the world (84%/88%).
- 76% of Indian adults and 78% of Indian youth think that their generation will have a more positive impact on the world than their parents. For both age groups this is the second-highest figure among any country in the study, behind only China (78%/89%).

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- Adults and youth in India are happier than in any other nation about the impact that government has on their life (mean average 6.9 out of 10 for adults/7.2 out of 10 for youth). They are also more likely to say that they are knowledgeable about politics and government than in any other nation (adults 62% agree/youth 55%).
- A majority (55% adults/56% youth) of Indians agree that their leaders care about people like them, behind or tied with only Saudi Arabia for both age groups.
- Indians think that the top global issues leaders should focus on are ending poverty (adults 42%/youth 39%), access to jobs (41%/33%), and improving education (39%/54%).
- Indian adults are the least likely across all nations in the study to say that they have easy access to contraception (60%). The figure for Indian youth is 30% - the joint 3<sup>rd</sup>-lowest across the study.
- In India, youth and adults are much more likely than any other country to agree that life is better for men/boys in their country than for women/girls (76% agree in both age groups).

### Indonesia

- Indonesia is the only country in the study where youth are slightly less optimistic than adults about their futures (89% adults/87% youth), which is more a reflection of the very high optimism among adults. However, Indonesian youth are more optimistic about the future of their country (77% adults/79% youth) and the future of the world (77%/84%).
- Indonesians are very positive about the prospects for their future living conditions. 89% of their youth and 79% of their adults think that living conditions for them and their families will get better.
- Indonesians are more positive about the impact their government has on their lives than any other country in the study (mean averages 6.6 /6.9 out of 10 for adults and youth, respectively), except India.
- More Indonesians than any other country report that the UN sustainable development goals are important (88% adults/91% youth).
- Indonesian youth are more likely than adults to say that religion is having the most positive impact on their life of any factor (28%/30%). For both groups, these are the highest figures across the whole study.
- Across the whole study, Indonesian youth the most time working for pay (28% half the day or more), and the second-most time studying (78% half the day or more).
- Indonesian adults and youth want leaders to focus on improving education (42% adults/51% youth), and ending poverty (35%/35%).

### Kenya

- Kenya is among the top 3 countries for levels of optimism among youth and adults about their futures (90%/95%).
- Kenyan youth are happier with their relationships with friends and family (mean average 8.5 out of 10) than youth in any other country, except for Mexico (8.8 out of 10).
- In Kenya, a larger proportion of young people spend at least half of a typical day at school or studying (89%) than in any other country. More Kenyan adults spend half of a typical day on chores than in any other country (52%).
- 30% of adults and 47% of youth in Kenya say that their leaders care about people like them. In both cases, these are the largest proportions that agree of any country in the study apart from Saudi Arabia and India. Kenyan adults and youth are also among the most likely in the study to agree that they can make a difference in how their country is governed (61%/68%).

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- According to Kenyans, the top 3 global issues for leaders to focus on should be improving education (43% adults/55% youth), promoting health (42% adults/38% youth), ending poverty (39%/26%), and access to jobs (38%/36%).
- Only 23% of youth in Kenya say that they have easy access to birth control – the lowest proportion across all countries in the study.
- In Kenya only 35% of adults and 13% of youth say they have internet access at home – the second-lowest and lowest proportions respectively across all countries in the study. The proportion who don't use any social media in Kenya is the highest across the study (53% adults, 83% youth).

### Mexico

- Across the whole study, Mexican adults and youth are among the most optimistic about their own future (92%/95%). A vast majority are also about the future of the world (78% adults/81% youth). Mexican adults are slightly more optimistic about the future of their country compared to Mexican youth (80%/76%).
- Overall, Mexican youth are the happiest with their lives of any country in the study (mean average 8.5 out of 10). Mexican adults and youth are happier with their relationships with friends and family than the people of any other country in the study (mean averages 8.3/8.8 out of 10).
- Across the whole study, Mexican adults and youth are the most likely to say that 'you or your family's wealth or personal finances' has the most negative impact on their lives (33% adults/25% youth).
- Mexican youth are among the most likely to say that they can make a difference to how their country is governed (64%).
- The difference between Mexican youth and adults that agree people like them have access to basic human rights is among the largest across all countries (53% adults/67% youth).
- Mexican adults and youth want leaders to focus on improving education (45%/50%) and ending poverty (32%/44%).
- Among all nations surveyed, Mexicans are the most likely to agree that climate change poses a significant threat to their community (Adults 82%/youth 86%).

### Nigeria

- Nigerian adults and youth are among the most optimistic about their own future (92%/94%) across the whole study. The same is true for their levels of optimism about the future of their country (80%/87%) and the future of the world (83%/88%).
- In Nigeria, a larger proportion of adults think that living conditions for their family will improve over the next 15 years (85%) than in any other country. Nigerian youth are the third most positive about this (88%), behind only Kenya (95%) and Indonesia (89%).
- Nigerian youth are much more likely than Nigerian adults to agree that their generation is better off than their parents were (adults 74%, youth 59%). This difference of 16 percentage points is greater than in any other country.
- Nigerian adults and youth are among the least likely across the study to agree that climate change poses a threat to their community (51%/50%).
- Only 34% of Nigerian youth think that the UN Sustainable Development Goals are important – the lowest proportion of any group in the study by a margin of 9 percentage points.
- 60% of Nigerian adults think that access to jobs is one of the top global issues that leaders should focus on. This is the highest proportion choosing any single issue across all countries and age groups in the study. The next most-chosen issues

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were ending poverty (50%) and improving education (37%). For Nigerian youth, the top priorities are improving education (58%), access to jobs (49%) and ending poverty (47%).

- In Nigeria, both adults and youth are less happy about the impact that government has on their lives (mean average 3.5 out of 10 for adults, 3.6 for youth) than in any other country across the study. However, they are among the most likely to agree that people like them can have an impact on the way their country is governed (66% adults, 67% youth).

### Russia

- Russian adults are quite substantially least positive about how well-off their generation is compared to their parents. Only 22% believe their generation is better off (next lowest is France at 37%). Russian youth also very negative about this (32%), about the same as French youth (31%).
- Russian adults and youth are the least likely to agree that life is better for men/boys than women/girls (23% adults/20% youth). They are among a small handful of groups in the study where more people disagree than agree with this (along with Nigeria and Kenya).
- Only 12% of Russian adults, and 20% of youth, think that they can make a difference in how their country is governed. For both groups, this is a lower proportion than in any other country in the study.
- Russian youth consider themselves to be much happier about their lives than Russian adults (mean averages 6.3/7.6 out of 10 for adults and youth, respectively). This is the largest difference between youth and adults seen in any country in this measure.

### Saudi Arabia

- People in Saudi Arabia are the second-most likely to agree that life is better for men/boys than women/girls, behind only India. A greater proportion of youth than adults agree with this (50% adults, 60% youth). Across adults and youth here, females are more likely than males to agree (Adults: 45% men, 58% women; Youth: 54% men, 67% women).
- Adults and youth in Saudi Arabia give the lowest average age across the study for when is best for women to have children (23.4 adults/22.7 youth).
- Across the whole study, people in Saudi Arabia are the most likely to agree with the statement 'my political leaders care about people like me' (55% adults, 63% youth).
- Adults and youth in Saudi Arabia are the most likely across the study to say that the internet and social media has the most negative impact on their lives (13%/23%).
- Youth in Saudi Arabia spend more time on socializing/entertainment/sports/fun (39% half the day or more) than youth from any other country in the study.

### Sweden

- Swedish adults and youth are among the least optimistic about their futures (63%/65%), the future of their country (48%/56%), and the future of the world (41%/49%).
- Across the whole study, young people in Sweden are the least happy about their lives (mean average 6.9 out of 10) along with Nigerian youth (6.8 out of 10).

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## Press Release – continued –

- Swedish adults and youth are among the least likely to think they are knowledgeable about politics and government compared to other countries (41%/29%). However, they are the most likely, among higher income countries, to say that their political leaders care about them (26%/30%).
- In Sweden, both adults and youth think that climate change is the most important global issue for leaders to focus on (32%/32%). However, they are the least likely to say that it poses a significant threat to their community (50%/51%).
- 8% of adults and 14% of young people in Sweden say that religion is the factor that has the most negative impact on their life. For both groups, this is the highest figure for any country in the study.

### United States

- Adults and youth in the United States are more optimistic about their futures (75%/86%) than in any other higher income country except Saudi Arabia. However, they are still less optimistic about this than adults and youth from every low or middle-income country.
- U.S. youth are more optimistic than adults about the future of their country (Adults 56%, youth 64%) and the future of the world (Adults 51%, youth 63%).
- American youth are 14% more likely than their adult peers to say that their future living conditions will be better. This is the greatest difference between adults and youth for this measure among all the nations in the study.
- American youth are the joint-happiest in any higher income country about the impact that their government has on their lives, alongside Great Britain (both 5.9/10 mean average).
- 14% of U.S. adults say that religion has the most positive impact on their lives, compared to only 7% of U.S. youth. For adults, this is the highest figure for any higher income country in the study.
- 45% of US youth say that they are knowledgeable about politics and government, only behind Saudi Arabian (46%) and Indian (55%) youth.
- A slightly higher proportion (47%) of U.S. adults say they are knowledgeable about these things, but this is fewer than seven other countries – India (62%), Germany (57%), Kenya (55%), China (55%), Brazil (53%), Russia (51%), and Nigeria (50%).
- In the U.S., youth are more likely to say that they can make a difference in how their country is governed, by a margin of 14 percentage points (adults 35%, youth 49%). This is the joint-largest difference found in any country in the study, alongside Mexico.
- Youth in the U.S. are the second-most likely to say that people in their country have basic human rights (78%, trailing only Kenya at 85%). Among adults, the U.S. is fourth in this measure behind India (80%), Great Britain (78%), and Australia (77%).
- Adults and youth in the U.S. are among the least likely in the study to agree that climate change poses a significant threat to their community (51%/59%).
- Less than half of U.S. adults (46%) and youth (47%) think that the UN sustainable development goals are important. For adults, this represents the lowest proportion of any group in the survey.

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## Press Release – continued –

### About the Study

These are the findings of an Ipsos survey conducted on behalf of the Gates Foundation. 40,506 interviews were conducted between July 9, 2018 and August 22, 2018.

The survey was conducted in 15 countries among youth and adults ages 12 and up. Markets include: Australia, Brazil, China, France, Germany, Great Britain, India, Indonesia, Kenya, Mexico, Nigeria, Russia, Saudi Arabia, Sweden, and the United States. Interviews were conducted online in most markets, with the exceptions of India, Kenya, and Nigeria, where interviewing was done face-to-face. Approximately 500 youth interviews (age 12-15, except in the United States, Kenya and Nigeria where youth is defined as 12-17) were conducted per market, with the exception of Saudi Arabia, where approximately 200 youth interviews were conducted. Approximately 2,000-2,300 individuals aged 16+ (18+ in the United States) were surveyed, for a total of 33,354 adult interviews across all markets.

Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country census data. The precision of Ipsos online polls are calculated using a credibility interval of 2,000 accurate to +/- 2.5 percentage points and 500 accurate to +/- 4.5 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website. The precision of Ipsos polls using face-to-face methodologies is calculated using a margin of error, with a poll of 2,000 accurate to +/- 2.0 percentage points and 500 accurate to +/- 4 percentage points.

In 6 of the 12 countries where interviewing was done online, internet penetration is sufficiently high to think of the samples as representative of the wider population within the age ranges covered: Australia, France, Germany, Great Britain, Sweden and the U.S. The 3 face-to-face countries are also nationally representative. Brazil, China, Mexico, Russia, Indonesia and Saudi Arabia have lower levels of internet penetration and so these samples should not be considered to be fully nationally representative, but instead to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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## Press Release – continued –

### About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. Through our media partnerships, Ipsos Public Affairs is a leading source of intelligent information for businesses and professionals in the U.S., Canada, the UK, and internationally. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

### About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

#### GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.  
The company is part of the SBF 120 and the Mid-60 index  
and is eligible for the Deferred Settlement Service (SRD).

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