



Ipsos Public Affairs

BILL & MELINDA  
GATES foundation

**GOALKEEPERS**



## Goalkeepers Global Youth Outlook Poll

CONDUCTED BY IPSOS

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GAME CHANGERS





THIS REPORT PRESENTS THE FINDINGS OF AN IPSOS GLOBAL SURVEY CONDUCTED ON BEHALF OF **THE BILL & MELINDA GATES FOUNDATION.**

THE SURVEY STUDIED PEOPLE'S **OUTLOOK ON THEIR PERSONAL LIVES, CHALLENGES FOR THEIR COMMUNITIES, AND THE DIRECTION OF THEIR COUNTRIES.** THE RESULTS HIGHLIGHT THE DIFFERENT PERSPECTIVES OF ADULTS AND YOUNG PEOPLE FROM **15 COUNTRIES.**

# Methodology

These are the findings of an Ipsos survey conducted on behalf of the Bill & Melinda Gates Foundation's Goalkeepers campaign. A total of 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 interviews were conducted face to face.

Approximately 500 youth interviews (people ages 12-15, except in the United States, Kenya and Nigeria, where youth is defined as people ages 12-17) were conducted in most markets. In Saudi Arabia, approximately 200 youth interviews were conducted.

Approximately 2,000-2,300 individuals ages 16+ (18+ in the United States, Kenya and Nigeria) were surveyed, for a total of 33,354 adult interviews across all markets.

Weighting was 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 is 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 six 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 United States. The three face-to-face countries are also nationally representative.

Brazil, China, Mexico, Russia, Indonesia, and Saudi Arabia have lower levels of internet penetration, so these samples should not be considered fully nationally representative. Instead, they represent a more affluent, connected population. They are still a vital social group to understand, representing an important and emerging middle class in these countries.

# Key Findings

Across the board, **young people are more optimistic** about their future, the future of their country, and the future of the world than older generations.



Levels of optimism are highest in lower- and middle-income countries. People in these countries are also more likely to believe they can make a difference in how their countries are governed.



**Improving education and ending poverty** are top-priority SDGs. Education is the leading priority for youth, and ending poverty is slightly higher for adults.



Young people are more likely to believe **their generation will have a more positive impact** than the previous one. This belief is highest among young people in lower- and middle-income countries.

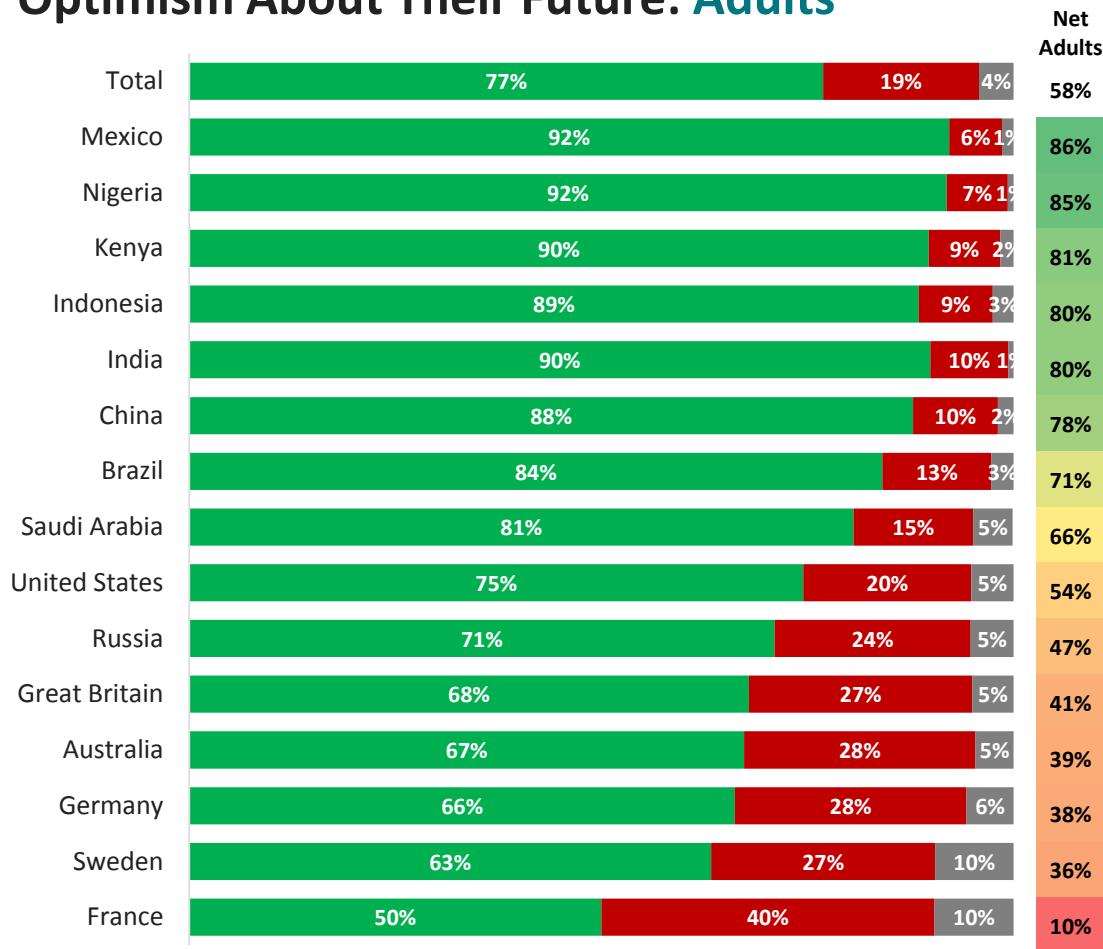




A group of approximately ten young children, mostly of African descent, are looking out from a rustic wooden window frame. They are all smiling and appear to be in a joyful mood. The window is set into a light-colored, textured wall. The wooden shutters are open, revealing the children inside. The children are wearing various clothing, including blue shirts and an orange shirt. The overall scene conveys a sense of hope and optimism.

# OVERALL OUTLOOK

# Optimism About Their Future: **Adults**

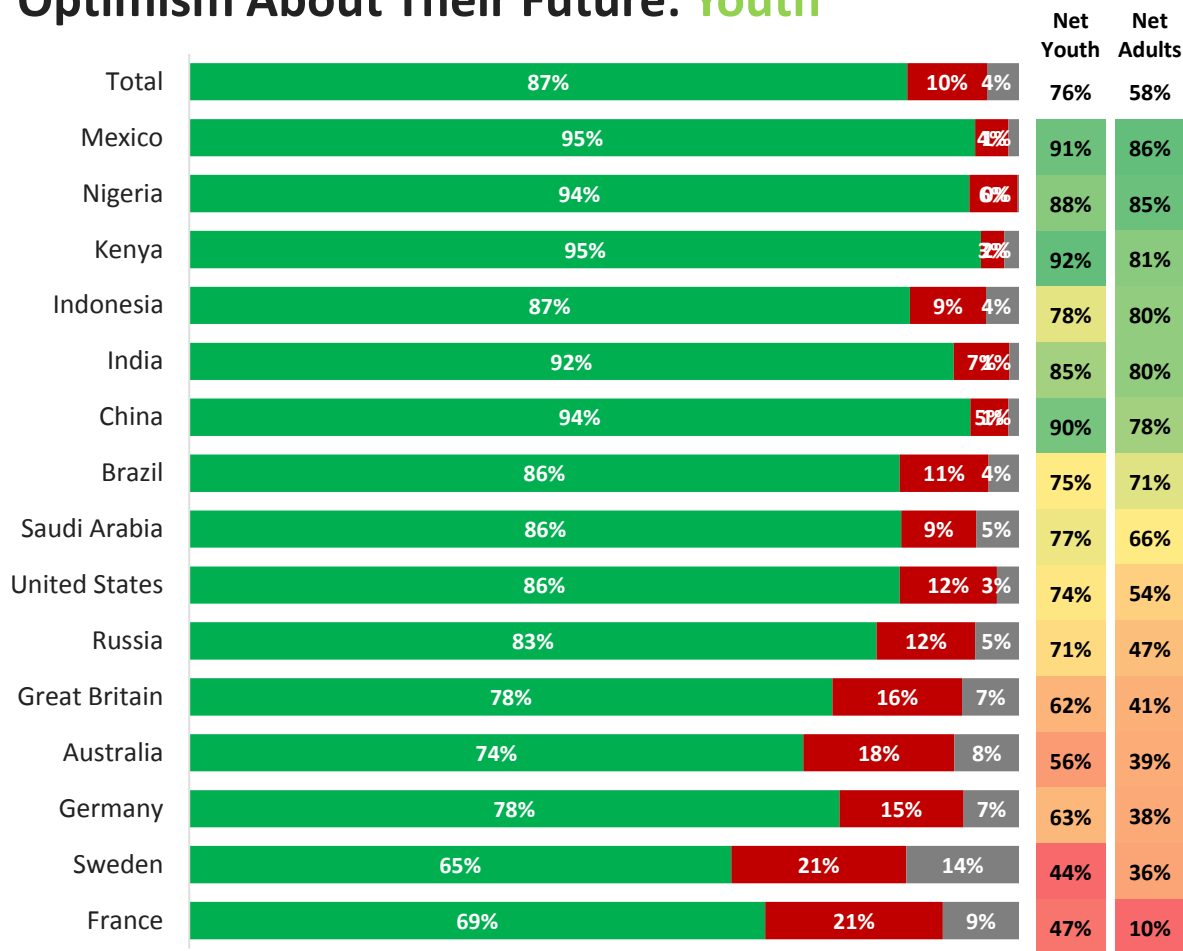


Adults in Mexico (92%), Nigeria (92%), and Kenya (90%) are the most optimistic, far above the average of 77%.

Just half of French adults report optimism about the future.

■ % Optimistic  
■ % Pessimistic  
■ % Don't know

# Optimism About Their Future: Youth

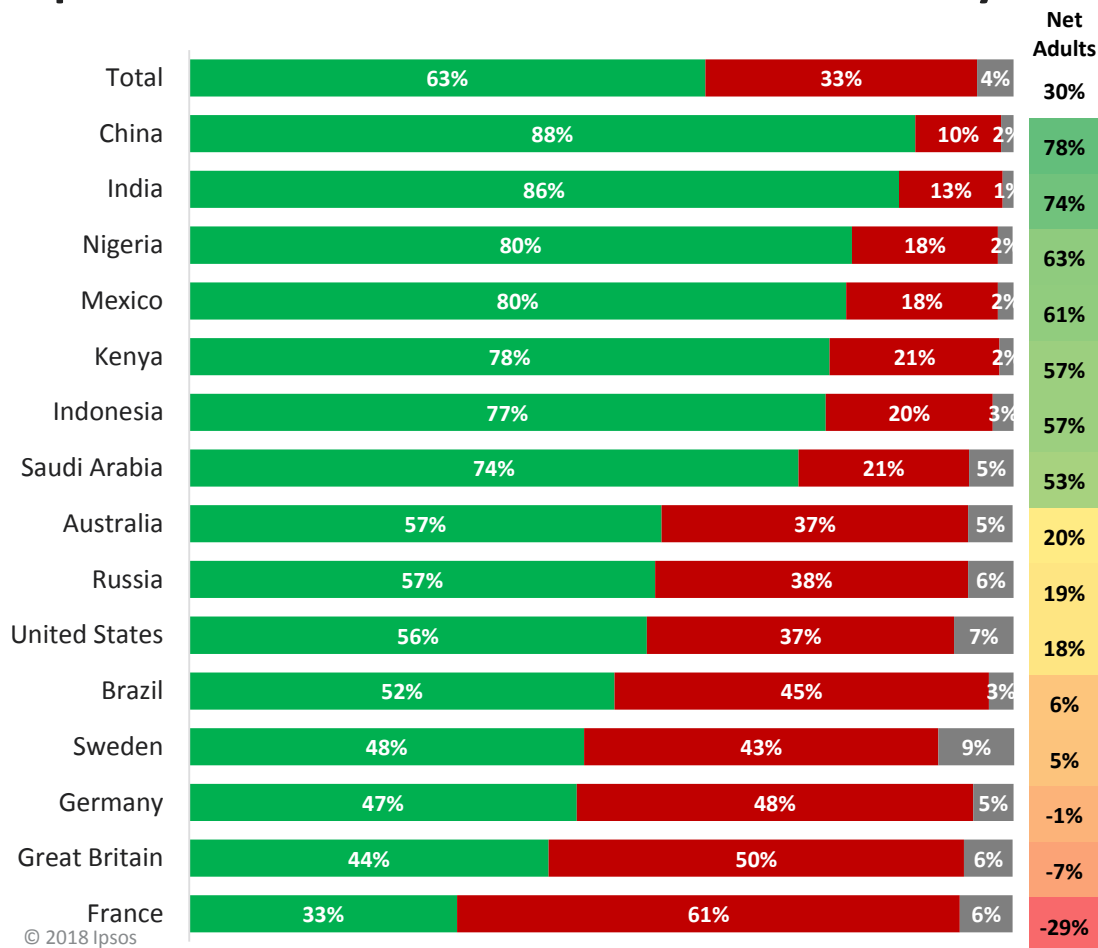


On the whole, youth are more optimistic about their future than adults.

This is particularly true in France, Germany, the U.S., and Russia.

% Optimistic  
% Pessimistic  
% Don't know

# Optimism About the Future of Their Country: **Adults**

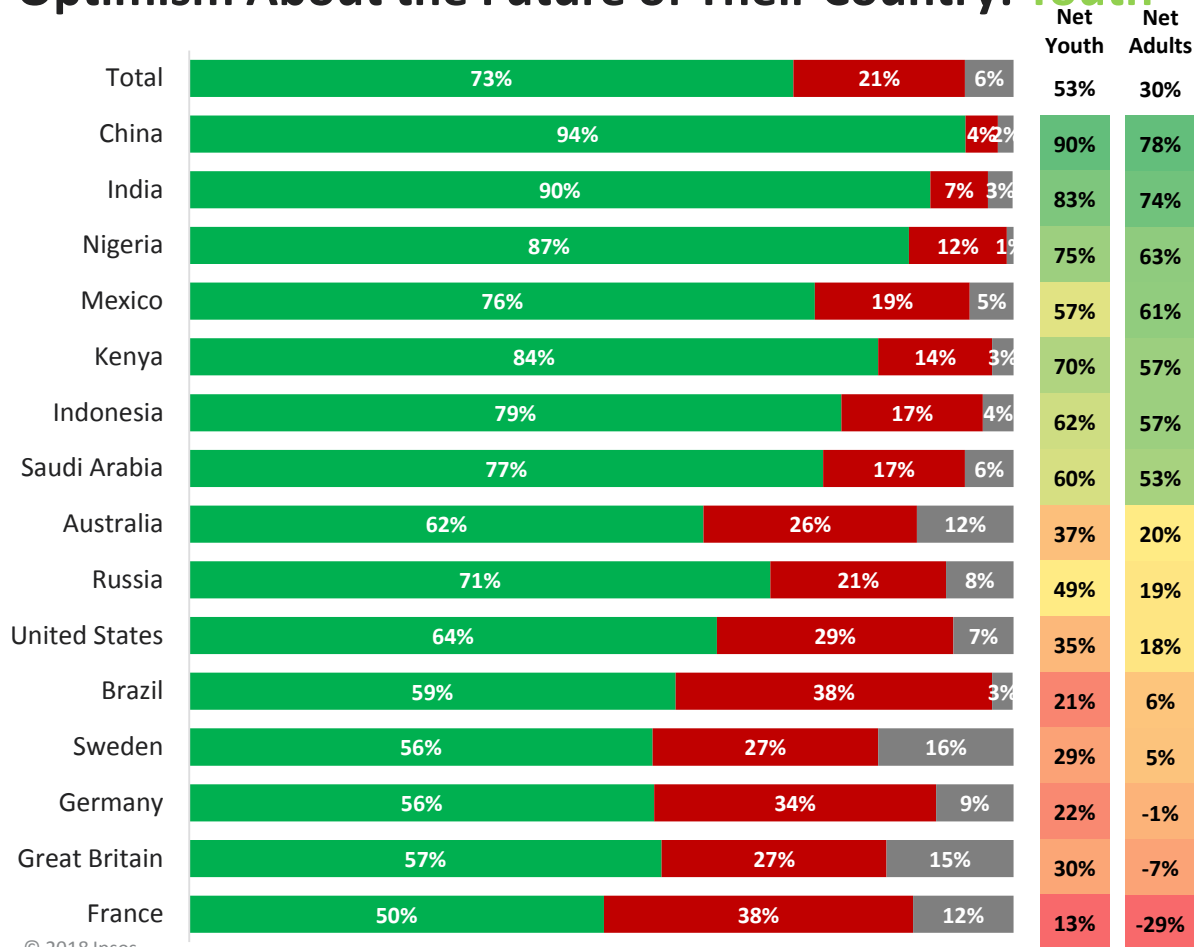


When it comes to the future of their countries, European adults are the least optimistic. France (33%), Great Britain (44%), and Germany (47%) place at the bottom of all countries.

■ % Optimistic  
■ % Pessimistic  
■ % Don't know

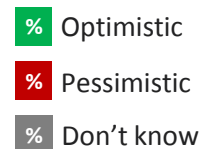


# Optimism About the Future of Their Country: Youth

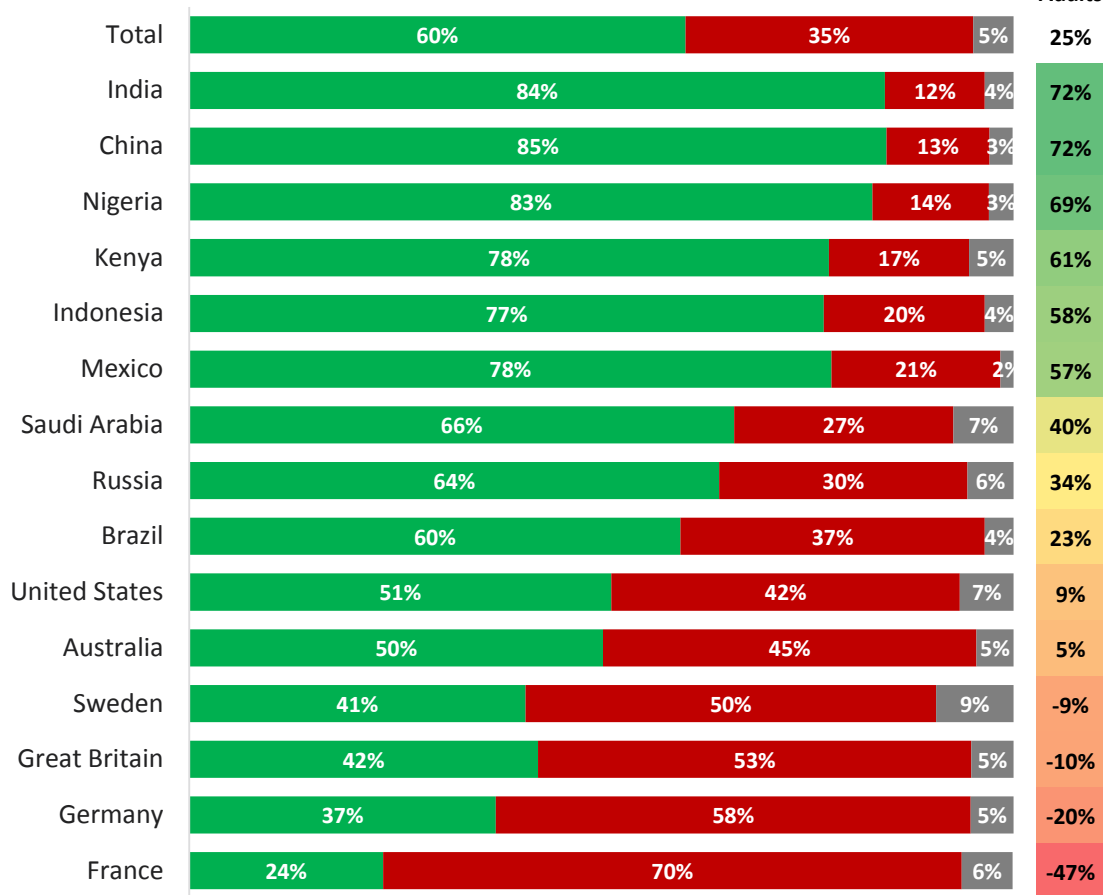


Four in 10 Brazilian youth are pessimistic about the future of their country.

While French youth have the lowest level of optimism compared to other countries, they are much more optimistic than their adult peers.



# Optimism About the Future of the World: Adults

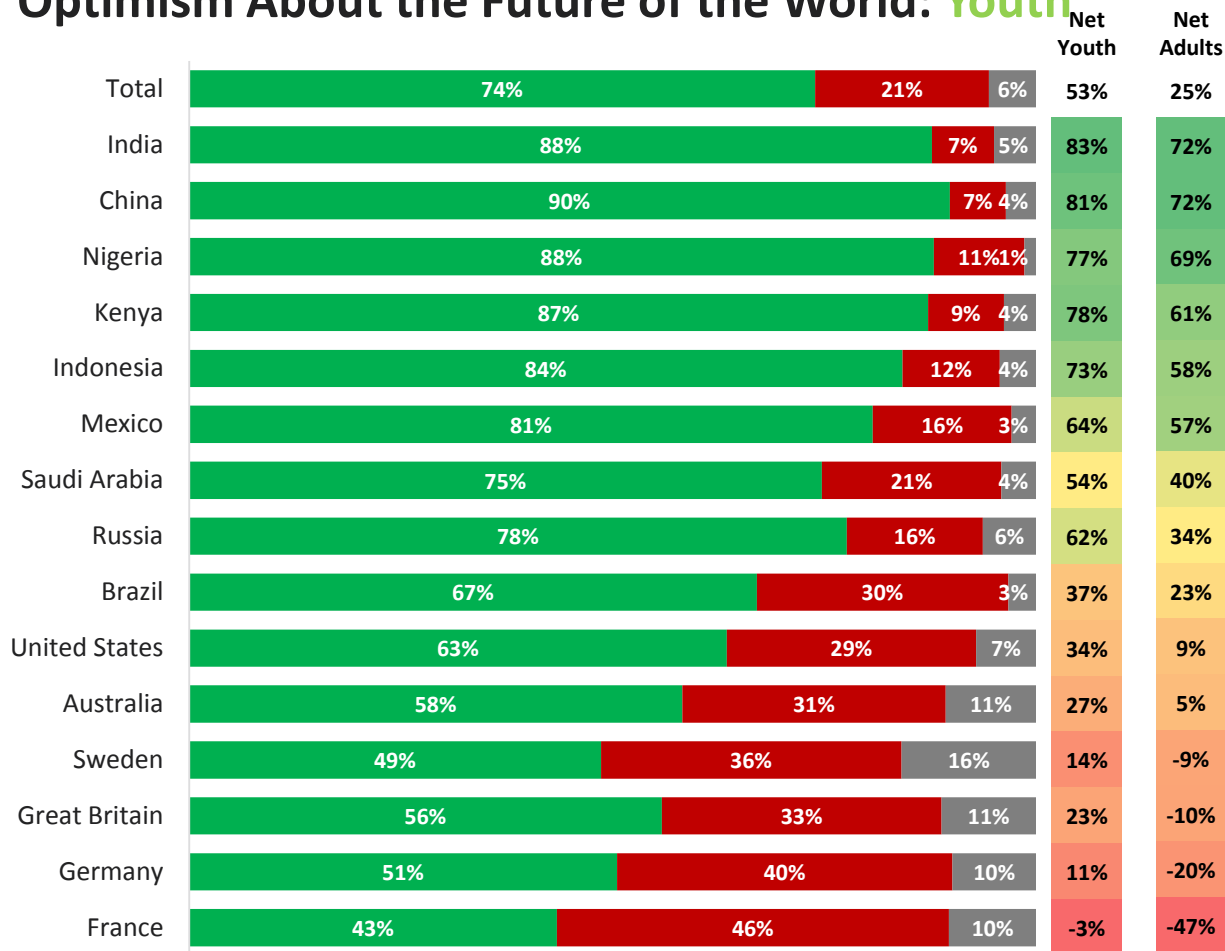


A majority of adult respondents have a positive vision for the future of the world.

Countries with developing economies are more optimistic about the future of the world, including China (85%), India (84%), and Nigeria (83%).

% Optimistic  
% Pessimistic  
% Don't know

# Optimism About the Future of the World: Youth



France is the only country where youth are slightly more pessimistic about the future of the world.

On average, young people around the world are 14 percentage points more optimistic about the future of the world compared to adults.

% Optimistic  
% Pessimistic  
% Don't know

# Most Worrying Issue: Adults

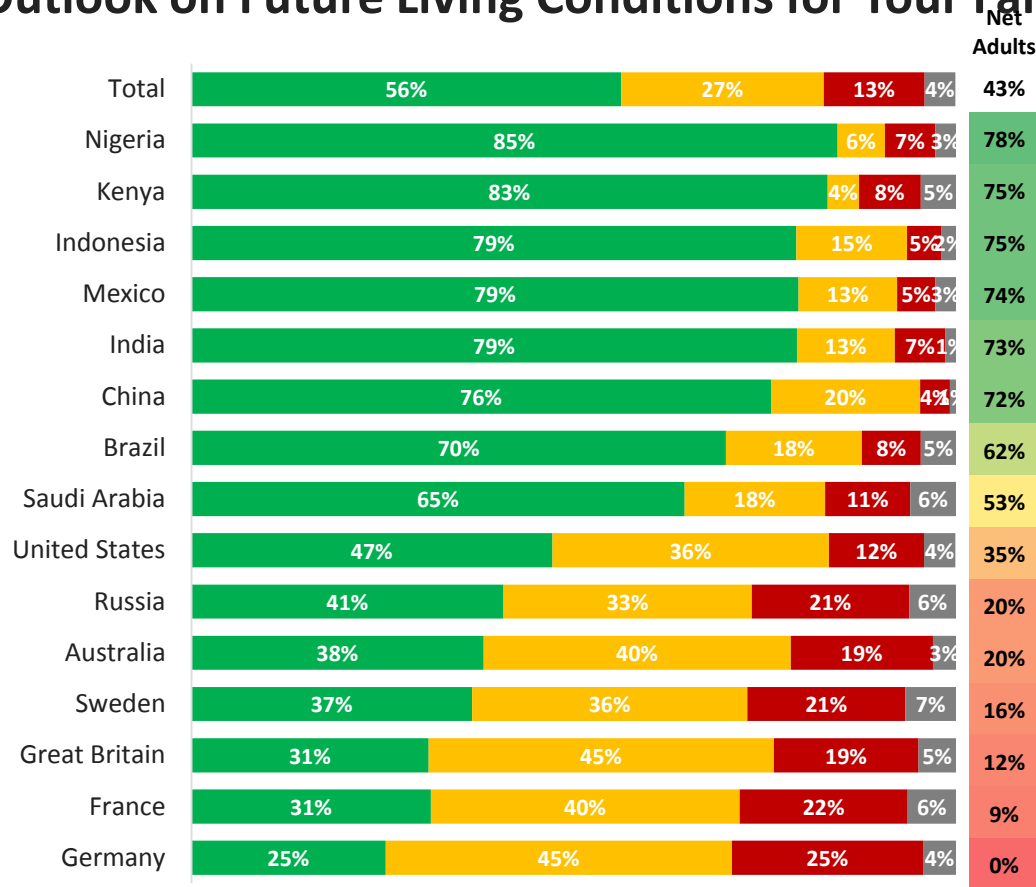
	Total	Australia	Brazil	China	France	Germany	Great Britain	India	Indonesia	Kenya	Mexico	Nigeria	Russia	Saudi Arabia	Sweden	United States
Security issues	28%	31%	38%	9%	33%	33%	28%	26%	30%	15%	39%	44%	15%	19%	34%	29%
Unemployment	25%	25%	20%	20%	42%	11%	16%	48%	16%	23%	27%	48%	29%	28%	9%	15%
Health issues	21%	23%	51%	32%	17%	11%	17%	11%	18%	25%	24%	14%	32%	15%	10%	18%
Economic instability	18%	27%	12%	12%	11%	5%	14%	25%	27%	26%	34%	23%	14%	16%	11%	19%
Environment	16%	13%	16%	29%	25%	21%	15%	23%	12%	-	22%	-	15%	3%	25%	9%
Education	11%	7%	33%	12%	3%	4%	4%	20%	9%	10%	17%	16%	6%	9%	6%	6%
Poverty	8%	5%	4%	1%	7%	13%	4%	15%	8%	13%	13%	33%	4%	4%	4%	3%
Immigration	8%	11%	0%	-	19%	26%	14%	-	0%	-	1%	-	1%	0%	20%	16%
Climate change	8%	14%	2%	4%	9%	12%	13%	10%	7%	2%	7%	0%	2%	2%	14%	9%
Corruption	6%	1%	8%	1%	0%	0%	0%	23%	6%	21%	13%	18%	6%	1%	1%	1%
Political instability	5%	6%	2%	1%	2%	9%	5%	2%	18%	11%	9%	4%	3%	2%	3%	7%
Family issues	5%	4%	8%	9%	3%	2%	4%	6%	11%	-	6%	-	11%	9%	3%	4%
Financial situation	5%	10%	7%	2%	4%	4%	8%	5%	13%	-	3%	-	10%	2%	1%	8%
Retirement	5%	5%	1%	8%	7%	14%	4%	1%	3%	-	1%	-	19%	1%	5%	4%
Health care system	4%	3%	1%	7%	1%	1%	14%	1%	-	-	1%	-	4%	0%	7%	13%



# Most Worrying Issue: Youth

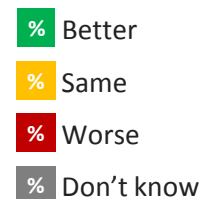
	Total	Australia	Brazil	China	France	Germany	Great Britain	India	Indonesia	Kenya	Mexico	Nigeria	Russia	Saudi Arabia	Sweden	United States
Security issues	31%	34%	36%	14%	33%	35%	36%	29%	41%	16%	42%	42%	18%	14%	40%	38%
Education	30%	25%	42%	51%	14%	14%	22%	33%	29%	31%	38%	28%	49%	30%	12%	27%
Unemployment	23%	44%	23%	23%	49%	17%	31%	44%	18%	7%	26%	27%	20%	21%	16%	22%
Health issues	15%	10%	41%	14%	11%	10%	8%	11%	18%	20%	9%	20%	11%	6%	6%	10%
Environment	14%	16%	18%	29%	28%	29%	18%	29%	16%	-	26%	-	15%	2%	26%	11%
Poverty	12%	7%	7%	1%	10%	10%	4%	14%	15%	10%	18%	32%	4%	4%	5%	5%
Economic instability	11%	10%	6%	6%	5%	4%	5%	22%	21%	9%	15%	17%	6%	6%	5%	14%
Corruption	8%	1%	6%	0%	0%	-	-	22%	4%	17%	9%	22%	4%	2%	-	0%
Climate change	5%	10%	4%	4%	5%	7%	9%	11%	7%	1%	5%	1%	3%	1%	13%	10%
My life (future, career)	4%	6%	10%	6%	4%	6%	6%	1%	5%	-	4%	-	11%	10%	5%	4%
Political instability	4%	2%	2%	1%	1%	6%	2%	2%	12%	5%	4%	3%	0%	2%	1%	4%
Poor infrastructure	3%	0%	0%	1%	-	0%	0%	5%	1%	1%	1%	17%	1%	1%	1%	-
Family issues	3%	4%	7%	5%	2%	3%	4%	4%	3%	-	6%	-	6%	5%	3%	4%
Immigration	3%	5%	-	0%	8%	24%	7%	-	0%	-	1%	-	1%	-	9%	9%
Love and relationship	3%	5%	3%	7%	1%	1%	4%	-	3%	-	3%	-	9%	3%	3%	5%

# Outlook on Future Living Conditions for Your Family: Adults

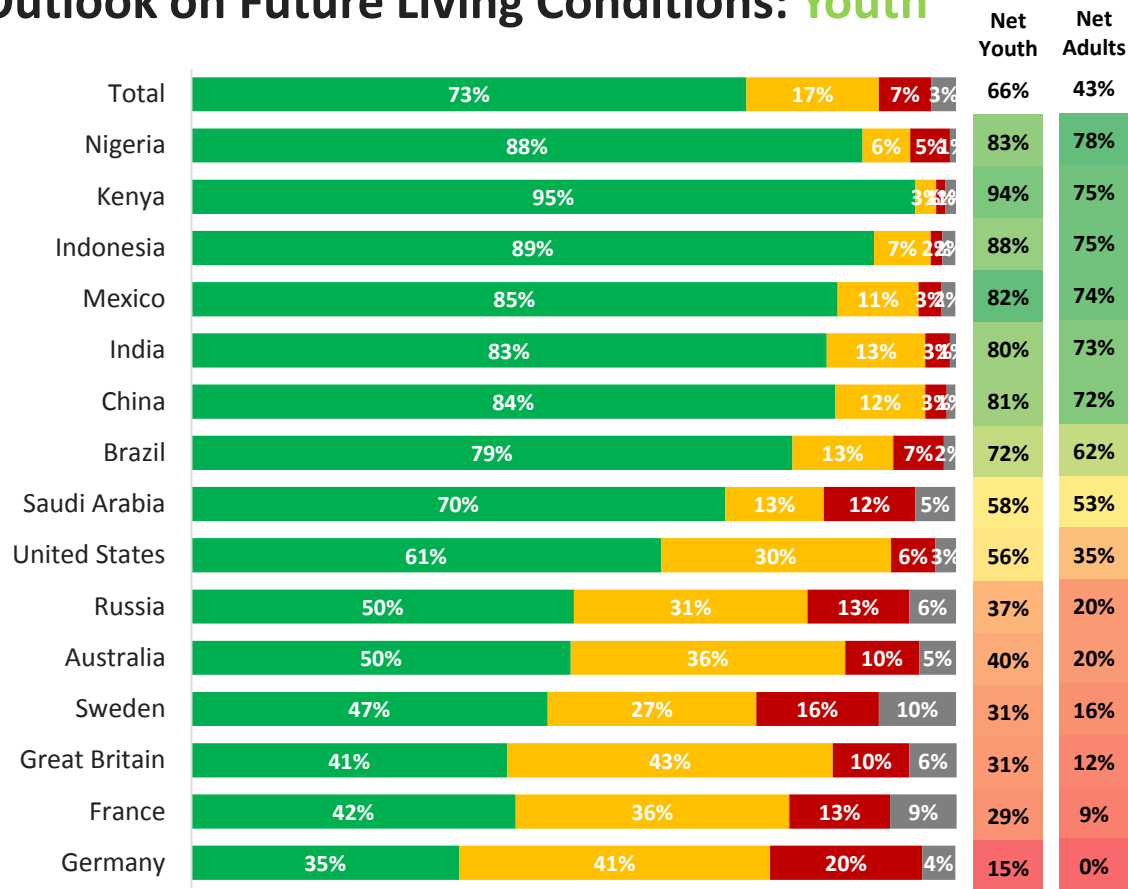


Most adults say living conditions for them and their family will improve over the next 15 years.

Germany is divided: A quarter say that their future living conditions will be better, while an equal number say it will be worse.

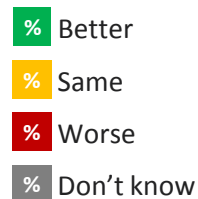


# Outlook on Future Living Conditions: Youth

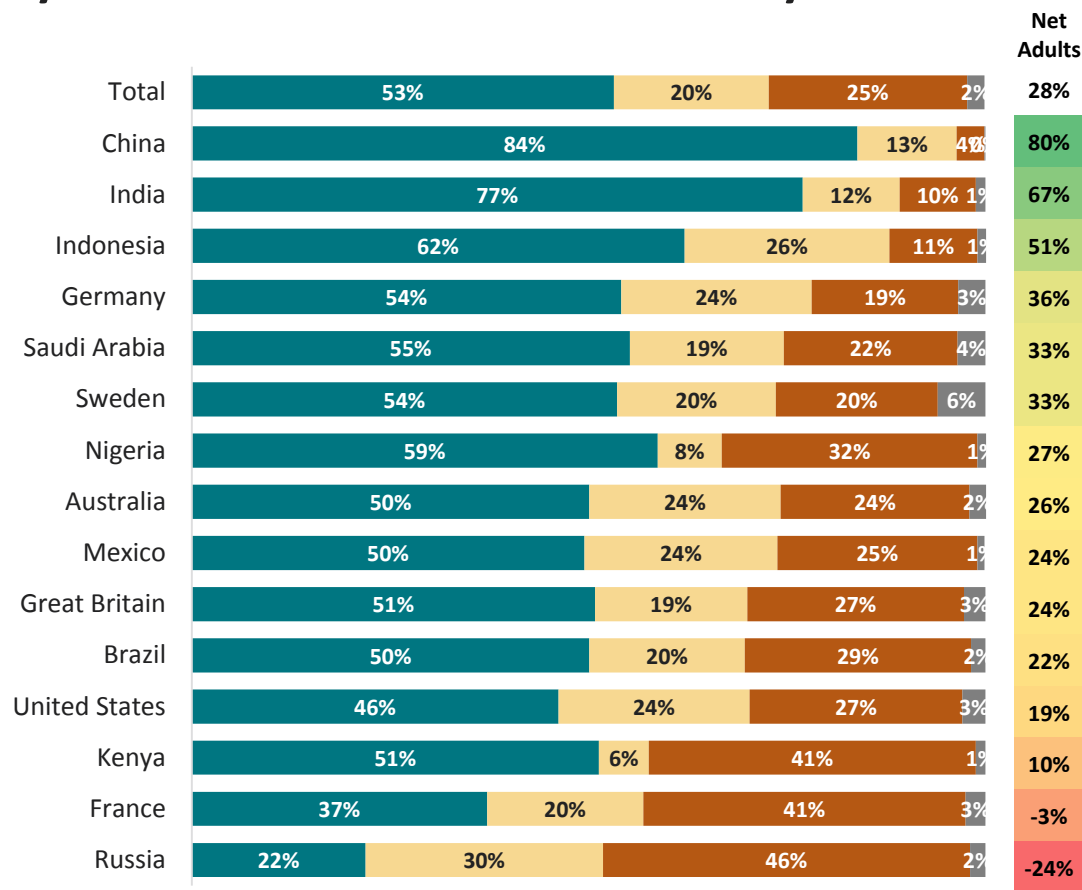


American youth are 14% more likely than their adult peers to say that their future living conditions will be better.

The biggest differences in optimism between youth and adults are in the U.S., Australia, and France.

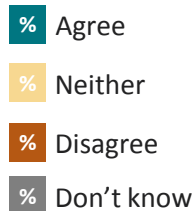


# My Generation Is Better Off Than My Parents Were: Adults



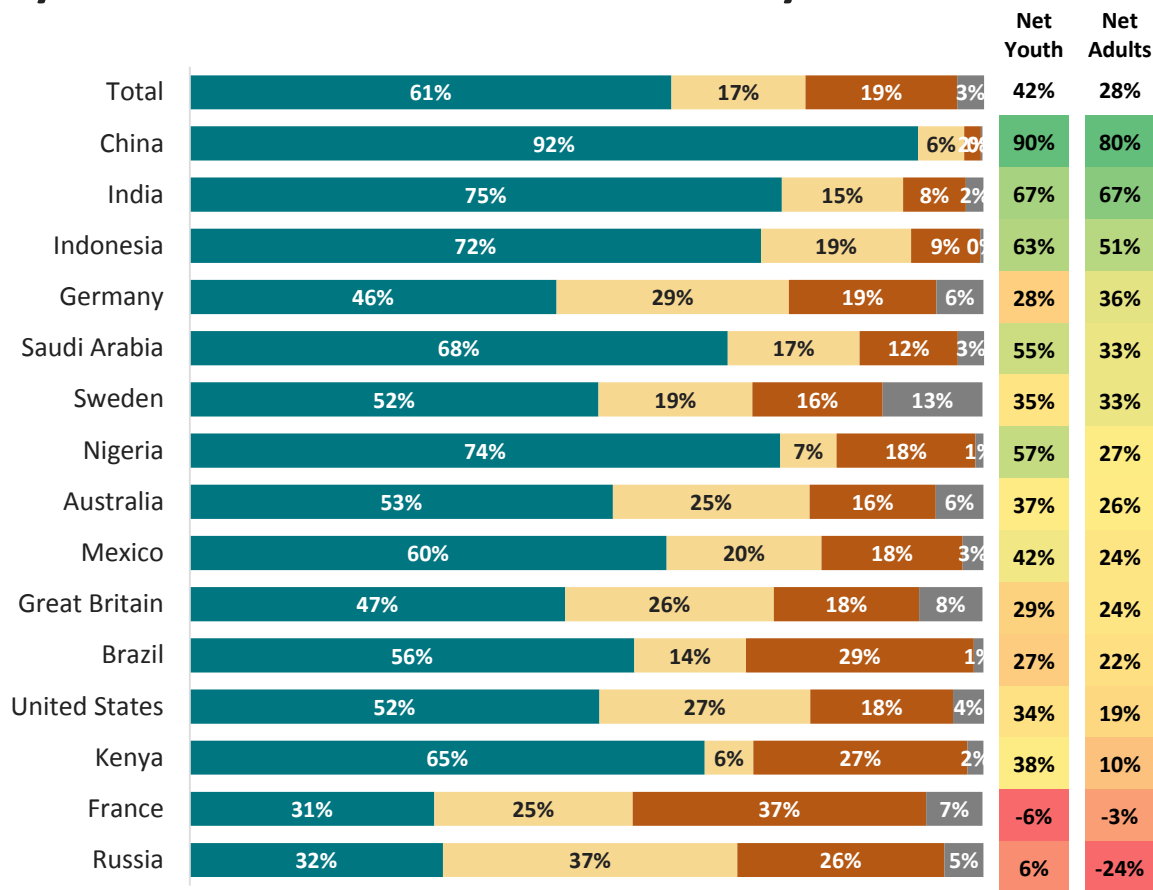
Chinese adults are far more likely to agree that their generation is better off (84%) compared to the world average (53%).

On the other hand, almost half of all Russian adults (46%) think that their generation will be worse off than their parents.





# My Generation Is Better Off Than My Parents Were: Youth



Overall, youth are more optimistic that their generation will be better off than their parents.

France is the only country surveyed where more young people think their generation will be worse off.

- Agree
- Neither
- Disagree
- Don't know



# PERSONAL HAPPINESS

# Happiness Ratings (Mean Score): Adults

*Relationships are greatest source of happiness; most feel neutral toward government impact*

	Your life at this moment	Your ability to find good jobs	Your relationships with friends & family	The impact of social media on your life	The impact [...] government has on your life*	Your safety
<b>Total</b>	6.8	5.9	7.7	6.1	5.1	6.6
Australia	6.5	5.4	7.3	5.8	5.3	6.8
Brazil	6.9	5.5	7.7	6.2	3.9	5.2
China	7.8	7.5	8.1	7.4	-	8
France	6.1	5.4	7.3	5	4.3	5.6
Germany	6.4	6.1	7.1	5.5	4.8	6.4
Great Britain	6.7	5.7	7.6	5.7	5	6.8
India	7.5	6.8	8	7	6.9	7.3
Indonesia	7.6	7.3	8	7.1	6.6	7.7
Kenya	6.2	5	8	5.6	4.8	6.8
Mexico	7.9	6.9	8.3	7	5.5	6.3
Nigeria	6.4	4	8	5.9	3.5	5.6
Russia	6.3	5.1	8	5.7	4.6	6.4
Saudi Arabia	7.2	6.2	7.8	6.8	-	7.6
Sweden	6.6	6	7.3	5.9	5.3	6.5
United States	6.9	6	7.8	5.8	5.2	7.1

# Happiness Ratings (Mean Score): Youth

*Overall, youth more content with their lives and relationships than adults*

	Your life at this moment	Your ability to find good jobs	Your relationships with friends & family	The impact of social media on your life	The impact [...] government has on your life*	Your safety
<b>Total</b>	7.5	6.2	8.3	6.6	5.5	7
Australia	7.4	5.8	7.9	6.6	5.7	7.1
Brazil	7.6	5.8	8.1	7.2	4.3	5.6
China	7.9	7.3	8.3	7.5	-	8.1
France	7.1	5.8	7.8	6.5	5.1	6.3
Germany	7.3	6.6	7.7	6.4	5.4	6.9
Great Britain	7.5	6.2	8.2	6.7	5.9	7.3
India	7.7	7.2	8.2	7.3	7.2	7.5
Indonesia	7.9	7.2	8.4	7.5	6.9	7.7
Kenya	7.4	6.8	8.5	5.5	6.2	7.6
Mexico	8.5	6.5	8.8	8.1	5.9	6.7
Nigeria	6.8	4.1	8.3	5.4	3.6	5.4
Russia	7.6	6.3	8.4	6.9	5.6	7.3
Saudi Arabia	8.1	6.9	8.3	7.4	-	8.3
Sweden	6.9	6.1	7.6	6.7	5.7	6.8
United States	8	6.5	8.4	6.9	5.9	7.5



# Happiness Ratings (Adults - Youth): The Sadness of Aging

	Your life at this moment	Your ability to find good jobs	Your relationships with friends & family	The impact of social media on your life	The impact [...] government has on your life*	Your safety
<b>Total</b>	-0.7	-0.3	-0.6	-0.5	-0.4	-0.4
Australia	-0.9	-0.4	-0.6	-0.8	-0.4	-0.3
Brazil	-0.7	-0.3	-0.4	-1	-0.4	-0.4
China	-0.1	0.2	-0.2	-0.1	-	-0.1
France	-1	-0.4	-0.5	-1.5	-0.8	-0.7
Germany	-0.9	-0.5	-0.6	-0.9	-0.6	-0.5
Great Britain	-0.8	-0.5	-0.6	-1	-0.9	-0.5
India	-0.2	-0.4	-0.2	-0.3	-0.3	-0.2
Indonesia	-0.3	0.1	-0.4	-0.4	-0.3	0
Kenya	-1.2	-1.8	-0.5	0.1	-1.4	-0.8
Mexico	-0.6	0.4	-0.5	-1.1	-0.4	-0.4
Nigeria	-0.4	-0.1	-0.3	0.5	-0.1	0.2
Russia	-1.3	-1.2	-0.4	-1.2	-1	-0.9
Saudi Arabia	-0.9	-0.7	-0.5	-0.6	-	-0.7
Sweden	-0.3	-0.1	-0.3	-0.8	-0.4	-0.3
United States	-1.1	-0.5	-0.6	-1.1	-0.7	-0.4

# Positive Impacts on Life: Adults

*Plurality of adults report family, friends have biggest positive impact; well-being important in China*

	Family and friends	Health or well-being	You or your family's wealth or personal finances	You or your family's job or employment status	Religion*	The internet and social media	Government or political leaders*
<b>Total</b>	43%	21%	10%	9%	9%	6%	2%
Australia	55%	17%	8%	7%	6%	7%	1%
Brazil	44%	17%	5%	10%	15%	7%	2%
China	19%	38%	21%	12%	2%	9%	-
France	58%	21%	6%	7%	2%	4%	2%
Germany	49%	23%	10%	7%	3%	6%	2%
Great Britain	60%	15%	9%	6%	5%	4%	1%
India	39%	16%	10%	16%	6%	8%	5%
Indonesia	29%	21%	7%	7%	28%	7%	2%
Kenya	20%	26%	16%	13%	21%	2%	3%
Mexico	50%	21%	10%	9%	6%	3%	2%
Nigeria	37%	11%	11%	8%	25%	4%	4%
Russia	46%	27%	9%	10%	2%	5%	1%
Saudi Arabia	36%	19%	19%	13%	-	13%	-
Sweden	47%	26%	7%	5%	5%	8%	3%
United States	49%	14%	8%	7%	14%	5%	2%

## Positive Impacts on Life: Youth

Majority believe family, friends have biggest impact; religion much lower among U.S. youth than adults

	Family and friends	Health or well-being	You or your family's wealth or personal finances	You or your family's job or employment status	Religion*	The internet and social media	Government or political leaders*
<b>Total</b>	52%	12%	11%	7%	9%	7%	2%
Australia	68%	8%	6%	5%	4%	8%	2%
Brazil	52%	10%	4%	8%	12%	12%	3%
China	32%	31%	17%	13%	0%	7%	-
France	67%	8%	6%	7%	1%	9%	3%
Germany	64%	14%	6%	6%	2%	6%	2%
Great Britain	70%	8%	6%	5%	2%	8%	2%
India	41%	15%	9%	14%	3%	13%	5%
Indonesia	43%	11%	5%	3%	30%	8%	0%
Kenya	30%	23%	21%	12%	10%	1%	4%
Mexico	65%	7%	8%	5%	2%	10%	2%
Nigeria	50%	8%	12%	8%	17%	2%	4%
Russia	63%	15%	10%	4%	1%	6%	1%
Saudi Arabia	50%	11%	16%	8%	-	15%	-
Sweden	53%	10%	9%	5%	11%	11%	2%
United States	67%	6%	7%	6%	7%	7%	1%

# Negative Impacts on Life: Adults

*Government and politics have the most negative impact, followed by wealth and finances*

	Government or political leaders*	Climate change or pollution	You or your family's wealth or personal finances	Health or well-being	You or your family's job or employment status	The internet and social media	Family and friends	Religion*
<b>Total</b>	30%	18%	14%	14%	10%	7%	4%	3%
Australia	24%	11%	20%	17%	11%	8%	5%	4%
Brazil	55%	4%	10%	6%	19%	2%	3%	1%
China	-	36%	17%	20%	11%	6%	6%	4%
France	31%	16%	17%	13%	11%	4%	3%	4%
Germany	28%	20%	16%	18%	6%	4%	5%	3%
Great Britain	33%	11%	17%	17%	8%	7%	4%	4%
India	17%	26%	10%	14%	13%	10%	6%	4%
Indonesia	22%	29%	11%	14%	7%	10%	4%	3%
Kenya	40%	19%	7%	10%	10%	7%	5%	2%
Mexico	36%	13%	33%	9%	4%	2%	2%	2%
Nigeria	69%	6%	3%	4%	5%	6%	2%	4%
Russia	34%	26%	7%	16%	10%	4%	2%	2%
Saudi Arabia	-	26%	17%	15%	19%	13%	11%	-
Sweden	23%	22%	10%	20%	6%	7%	5%	8%
United States	38%	8%	16%	13%	9%	10%	4%	2%

# Negative Impacts on Life: Youth

*Mirroring the worries of adults, government and politics have the most negative impact on youth*

	Government or political leaders*	Climate change or pollution	You or your family's wealth or personal finances	Health or well-being	You or your family's job or employment status	The internet and social media	Family and friends	Religion*
<b>Total</b>	30%	22%	12%	7%	7%	13%	5%	4%
Australia	19%	18%	17%	7%	8%	19%	7%	6%
Brazil	59%	8%	8%	4%	11%	5%	4%	2%
China	-	46%	13%	15%	8%	9%	6%	2%
France	21%	31%	17%	6%	8%	7%	5%	6%
Germany	27%	29%	13%	6%	7%	7%	6%	6%
Great Britain	24%	19%	23%	8%	4%	12%	7%	4%
India	14%	35%	9%	8%	10%	15%	5%	4%
Indonesia	23%	31%	11%	7%	4%	20%	3%	1%
Kenya	25%	24%	7%	8%	5%	21%	6%	5%
Mexico	37%	19%	25%	6%	4%	4%	3%	3%
Nigeria	63%	7%	6%	5%	7%	8%	2%	3%
Russia	26%	34%	13%	5%	9%	8%	3%	2%
Saudi Arabia	-	31%	12%	11%	12%	23%	11%	-
Sweden	13%	28%	8%	9%	6%	16%	6%	14%
United States	34%	12%	17%	8%	5%	15%	7%	3%



# If You Could Have Any Job: **Adults**

	Total	Australia	Brazil	China	France	Germany	Great Britain	India	Indonesia	Kenya	Mexico	Nigeria	Russia	Saudi Arabia	Sweden	United States
Business owner or entrepreneur	7%	4%	5%	4%	2%	2%	4%	2%	11%	27%	7%	27%	4%	5%	2%	7%
Doctor	5%	3%	5%	7%	5%	4%	3%	5%	2%	8%	4%	10%	2%	5%	3%	3%
Teacher	4%	3%	4%	7%	4%	3%	2%	9%	3%	8%	5%	6%	3%	4%	2%	3%
Travel agent	3%	5%	8%	6%	2%	2%	3%	1%	3%	0%	6%	*	6%	1%	2%	3%
Director or manager	3%	1%	2%	4%	2%	4%	2%	5%	3%	1%	4%	3%	2%	10%	2%	1%
Businessperson or administrator	3%	1%	6%	1%	0%	0%	0%	16%	4%	0%	3%	1%	3%	4%	1%	1%
Engineer	2%	1%	2%	2%	1%	1%	1%	7%	0%	4%	2%	7%	1%	5%	1%	1%
Animal-related jobs	2%	4%	1%	1%	2%	3%	4%	-	0%	*	2%	*	3%	-	3%	3%
Politician	2%	1%	2%	2%	2%	4%	1%	1%	2%	1%	3%	1%	2%	2%	2%	1%
Technology	2%	1%	2%	2%	2%	2%	1%	1%	2%	0%	4%	1%	4%	3%	2%	1%
Music	2%	2%	2%	1%	2%	2%	2%	0%	0%	1%	3%	1%	2%	0%	2%	3%
Finance	2%	1%	1%	3%	1%	1%	1%	4%	3%	-	1%	0%	3%	4%	1%	1%
Do not want to work	2%	4%	1%	1%	5%	1%	3%	-	1%	-	0%	-	1%	0%	2%	5%
Pilot	2%	3%	1%	1%	2%	3%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%
Happy with my current job	2%	2%	2%	0%	2%	3%	2%	-	0%	-	2%	-	2%	0%	4%	2%

# If You Could Have Any Job: Youth

	Total	Australia	Brazil	China	France	Germany	Great Britain	India	Indonesia	Kenya	Mexico	Nigeria	Russia	Saudi Arabia	Sweden	United States
Doctor	15%	7%	13%	12%	7%	8%	5%	12%	10%	26%	14%	26%	6%	20%	5%	7%
Engineer	6%	2%	5%	3%	4%	2%	3%	10%	1%	9%	5%	11%	1%	14%	2%	3%
Teacher	4%	5%	3%	9%	7%	4%	4%	12%	3%	9%	3%	2%	1%	2%	2%	4%
Lawyer	4%	2%	5%	2%	4%	3%	3%	2%	-	7%	3%	9%	2%	1%	3%	2%
Business owner or entrepreneur	3%	2%	3%	3%	1%	-	2%	1%	9%	2%	3%	6%	3%	1%	2%	3%
Pilot	3%	4%	2%	2%	2%	4%	4%	1%	2%	7%	2%	1%	2%	5%	2%	1%
Technology	3%	4%	5%	2%	3%	3%	2%	2%	4%	1%	3%	0%	7%	6%	3%	2%
Nurse	2%	0%	-	0%	2%	0%	1%	1%	0%	5%	2%	6%	-	1%	1%	2%
Football player	2%	2%	5%	0%	2%	2%	7%	-	0%	1%	4%	3%	1%	0%	2%	2%
Gamer	2%	5%	2%	2%	3%	2%	4%	-	1%	-	3%	-	2%	0%	5%	5%
Veterinarian	2%	3%	3%	-	5%	3%	5%	-	0%	-	5%	-	1%	-	3%	5%
Actor or model	2%	4%	4%	3%	0%	3%	2%	-	1%	0%	2%	1%	1%	0%	3%	3%
Military personnel	2%	1%	1%	1%	1%	0%	1%	2%	1%	3%	-	5%	1%	0%	1%	1%
Journalist	2%	0%	1%	2%	2%	2%	1%	0%	1%	4%	1%	3%	1%	-	0%	1%
Director or manager	2%	1%	0%	1%	1%	4%	1%	5%	3%	-	1%	1%	2%	4%	2%	1%

# Time Spent on Different Daily Activities (half the day or more): **Adults**

*Chinese and Indonesian adults spend the most time at work, Kenya the most on housework*

	[IF IN SCHOOL] At school or studying*	Chores, housework, or caring for family members	Work for pay	Socializing, entertainment, sports, or other types of fun
<b>Total</b>	7%	24%	53%	13%
Australia	6%	18%	46%	9%
Brazil	10%	25%	53%	13%
China	10%	14%	73%	13%
France	7%	10%	43%	8%
Germany	5%	13%	46%	11%
Great Britain	6%	14%	48%	8%
India	11%	47%	46%	15%
Indonesia	10%	32%	71%	20%
Kenya	3%	52%	57%	13%
Mexico	13%	23%	63%	8%
Nigeria	-	36%	59%	18%
Russia	5%	23%	58%	9%
Saudi Arabia	12%	33%	49%	25%
Sweden	9%	13%	47%	13%
United States	5%	22%	47%	14%

## Time Spent on Different Daily Activities (half the day or more): Youth

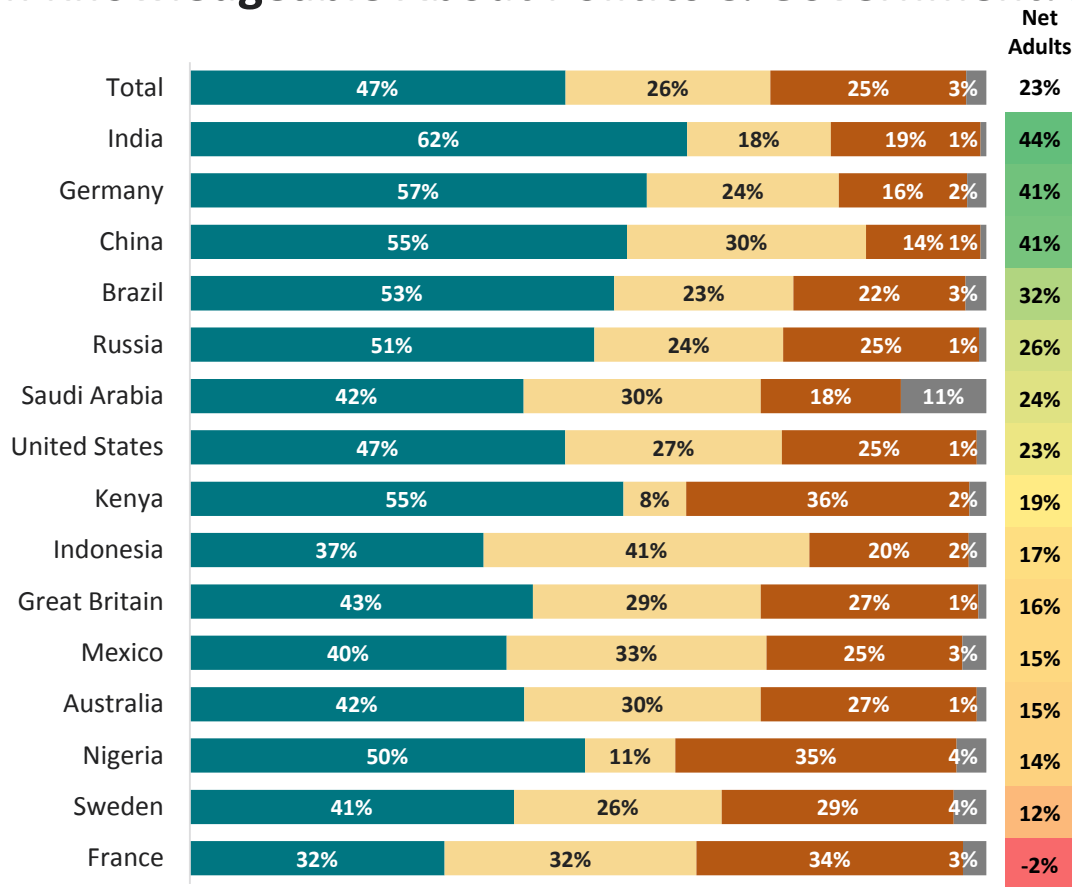
*Youth around the world spend most of their time studying; outside of the classroom, time varies country by country*

	[IF IN SCHOOL] At school or studying	Chores, housework, or caring for family members	Work for pay	Socializing, entertainment, sports, or other types of fun
<b>Total</b>	70%	18%	14%	19%
Australia	75%	10%	11%	16%
Brazil	58%	22%	23%	23%
China	76%	7%	15%	9%
France	67%	8%	12%	16%
Germany	63%	11%	16%	18%
Great Britain	61%	10%	11%	20%
India	74%	25%	16%	15%
Indonesia	77%	21%	28%	24%
Kenya	89%	27%	10%	10%
Mexico	74%	10%	10%	18%
Nigeria	75%	30%	3%	19%
Russia	65%	9%	8%	20%
Saudi Arabia	44%	21%	21%	39%
Sweden	61%	10%	14%	19%
United States	56%	15%	18%	28%



# POLITICS AND GOVERNMENT

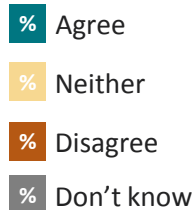
# I'm Knowledgeable About Politics & Government: Adults



Less than half of adults claim to be knowledgeable on this topic.

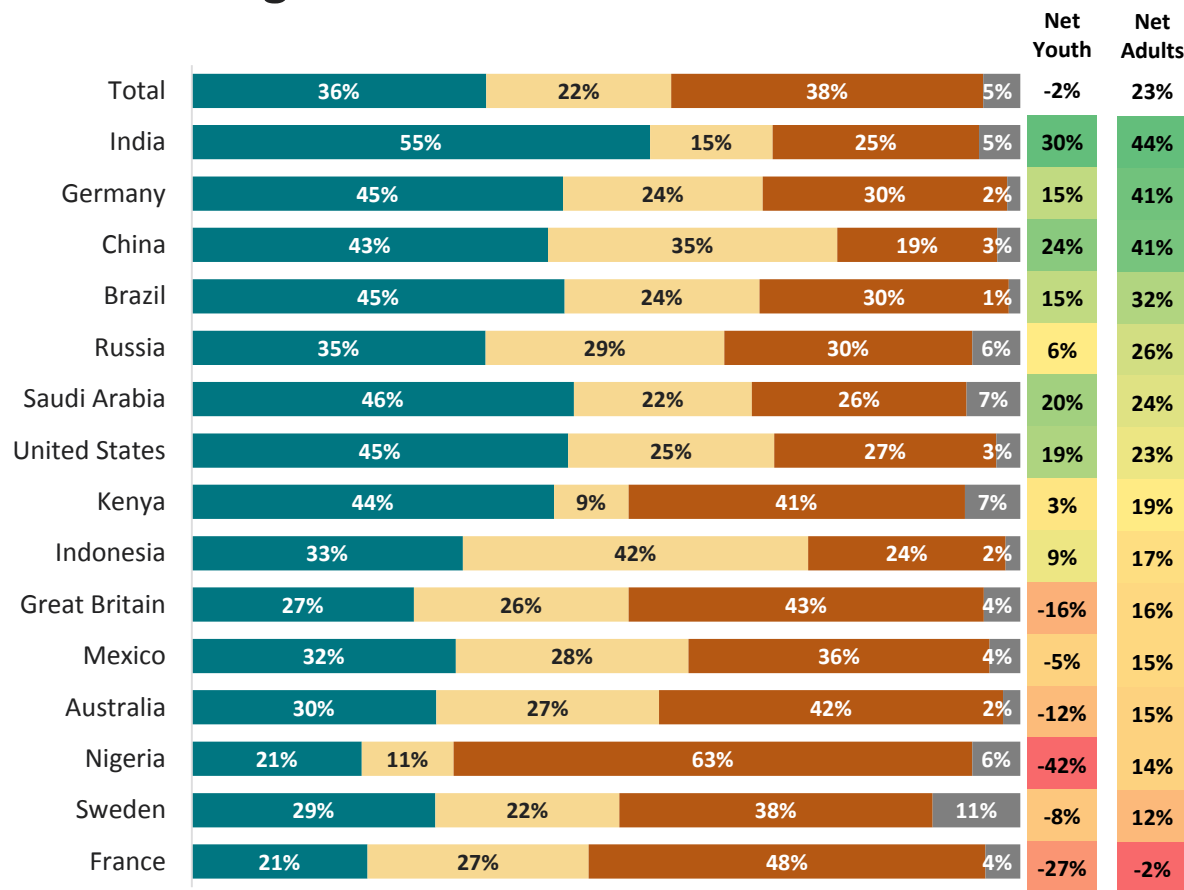
India, often called the largest democracy in the world, reports the highest level of politically aware adults (62%).

Both Germany (57%) and China (55%), countries on different ends of the political spectrum, also have high percentages of politically aware adults.



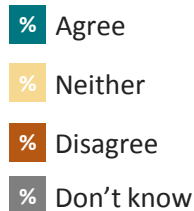


# I'm Knowledgeable About Politics & Government: **Youth**

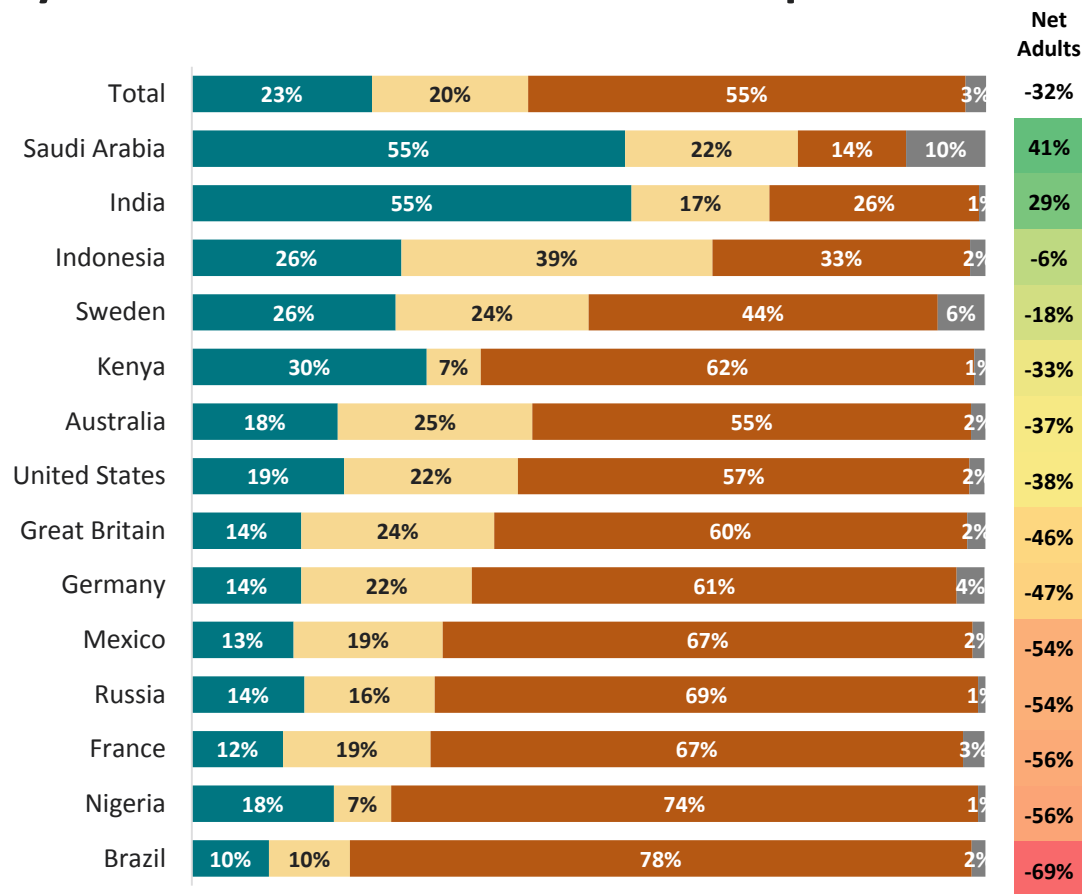


On average, youth are less likely to know about politics and government compared to adults.

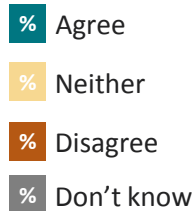
Nearly two-thirds of Nigerian (63%) youth and almost half of French youth (48%) do not think they are knowledgeable about politics and government.



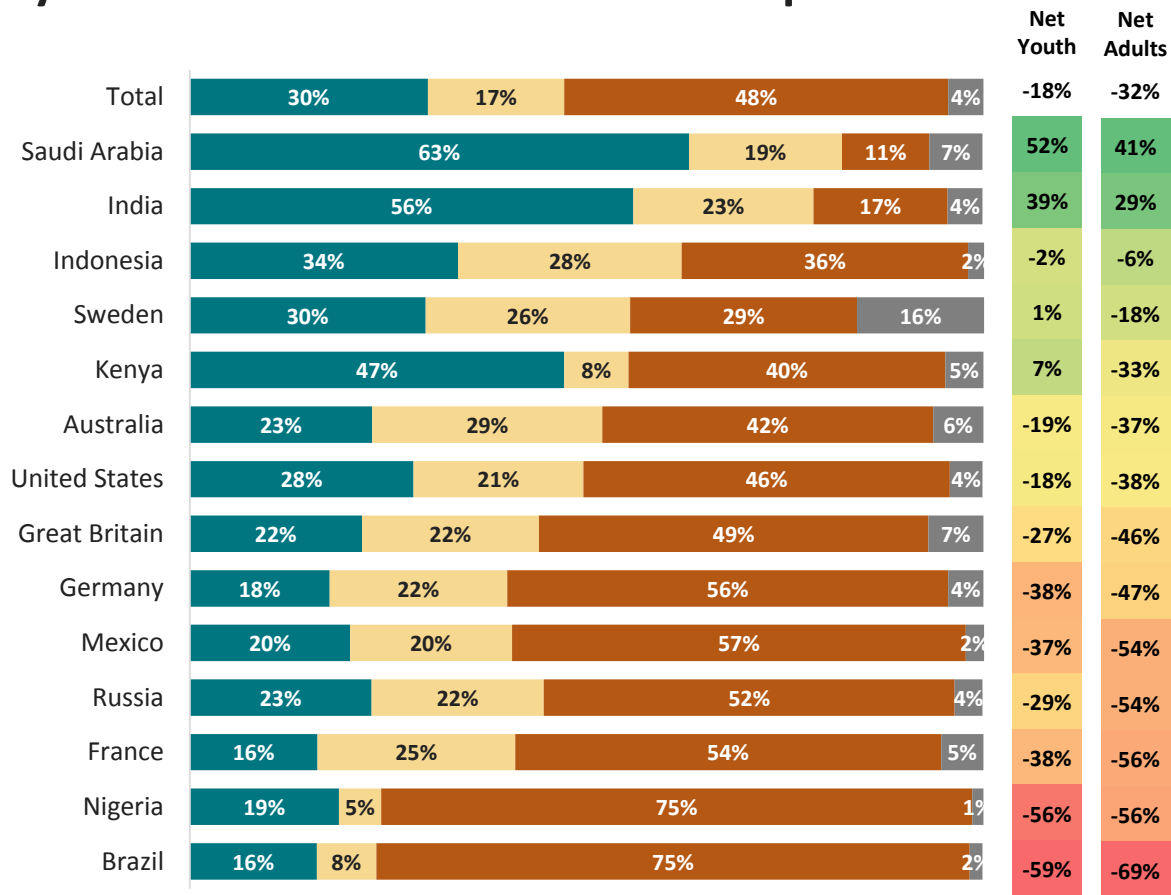
# My Political Leaders Care About People Like Me: **Adults**



With the exception of Saudi Arabia and India, adults in every country surveyed do not believe political leaders care about people like them. Nearly eight in 10 Brazilians share this sentiment.

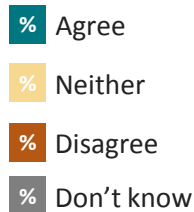


# My Political Leaders Care About People Like Me: **Youth**

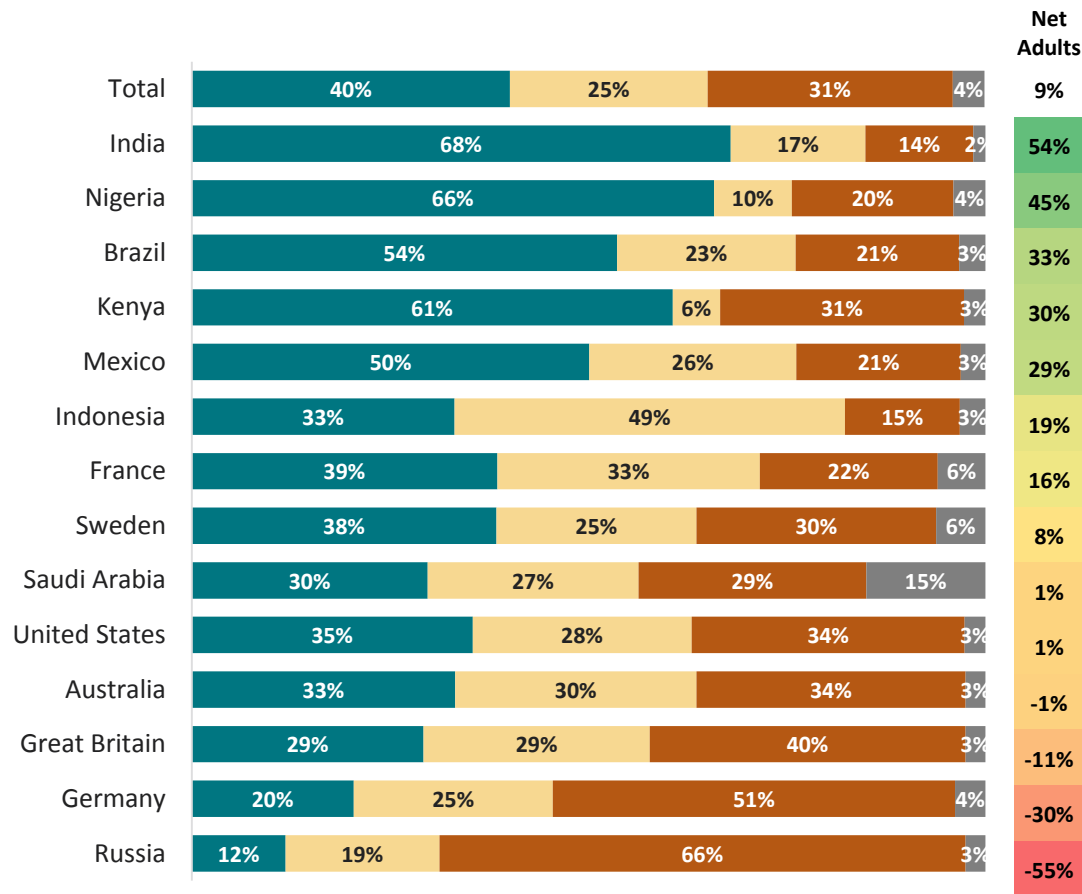


Again, with the exception of Saudi Arabia and India (and Kenya to a lesser extent), youth in all countries surveyed express feelings of dissatisfaction about their political leaders.

Russia and Kenya have the biggest differences in views between adults and young people.

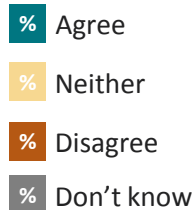


# I Can Make a Difference in How My Country Is Governed: Adults

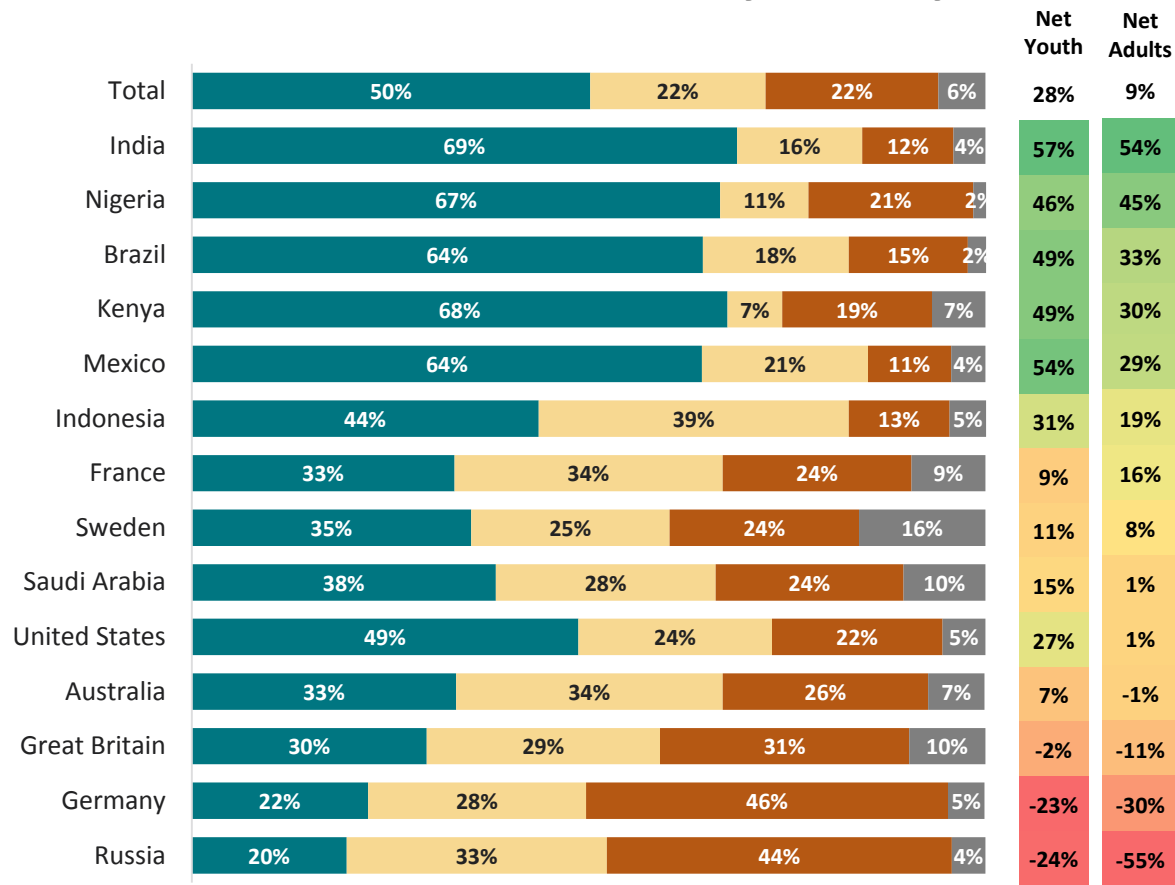


Though they hold differing views regarding their political leaders, adults in India (68%) and Nigeria (65%) are most likely to state that they can make a difference in how their country is governed.

Adults in Latin American countries also feel a greater ability to make a difference in governance.

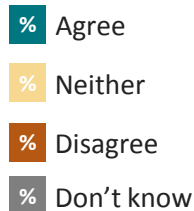


# I Can Make a Difference in How My Country Is Governed: Youth

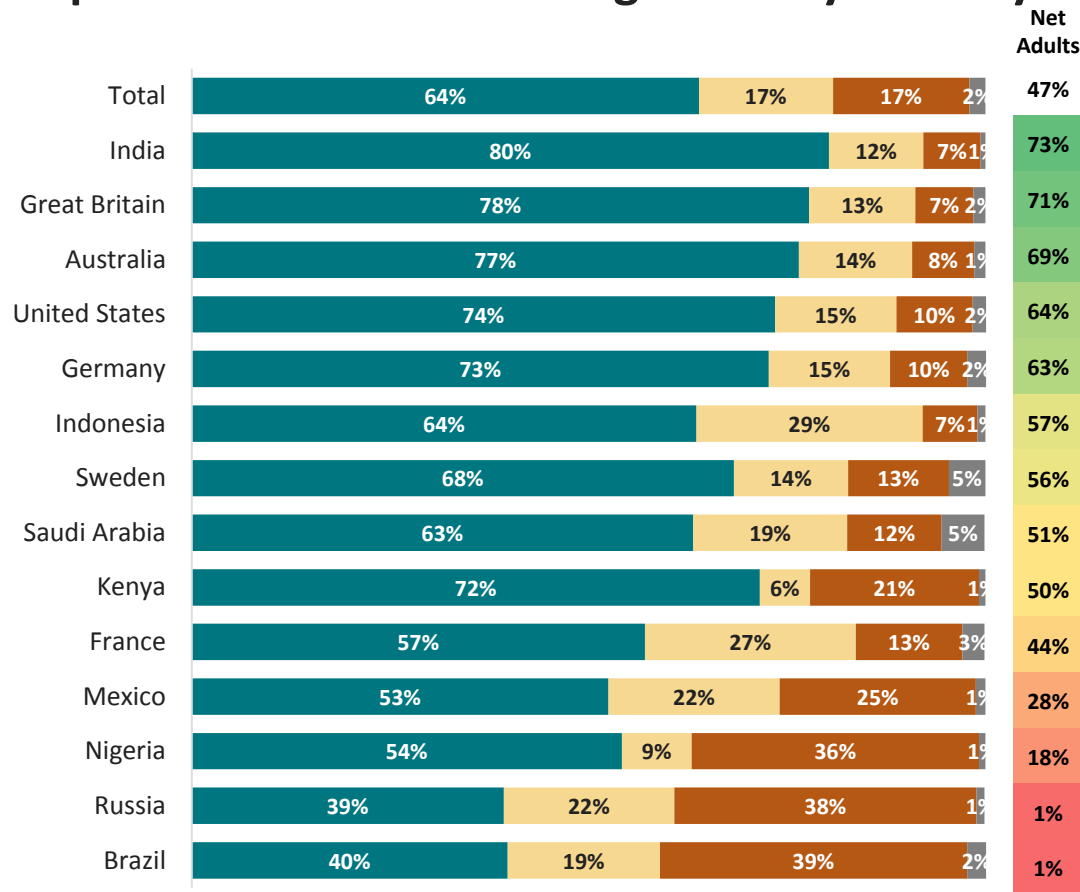


Overall, youth are more optimistic that they can make a difference, particularly in India (69%), Kenya (68%), and Nigeria (67%).

Russian (20%) and German (22%) youth are less likely to report that they can make a difference in how their country is governed.



# People Have Basic Human Rights in My Country: Adults

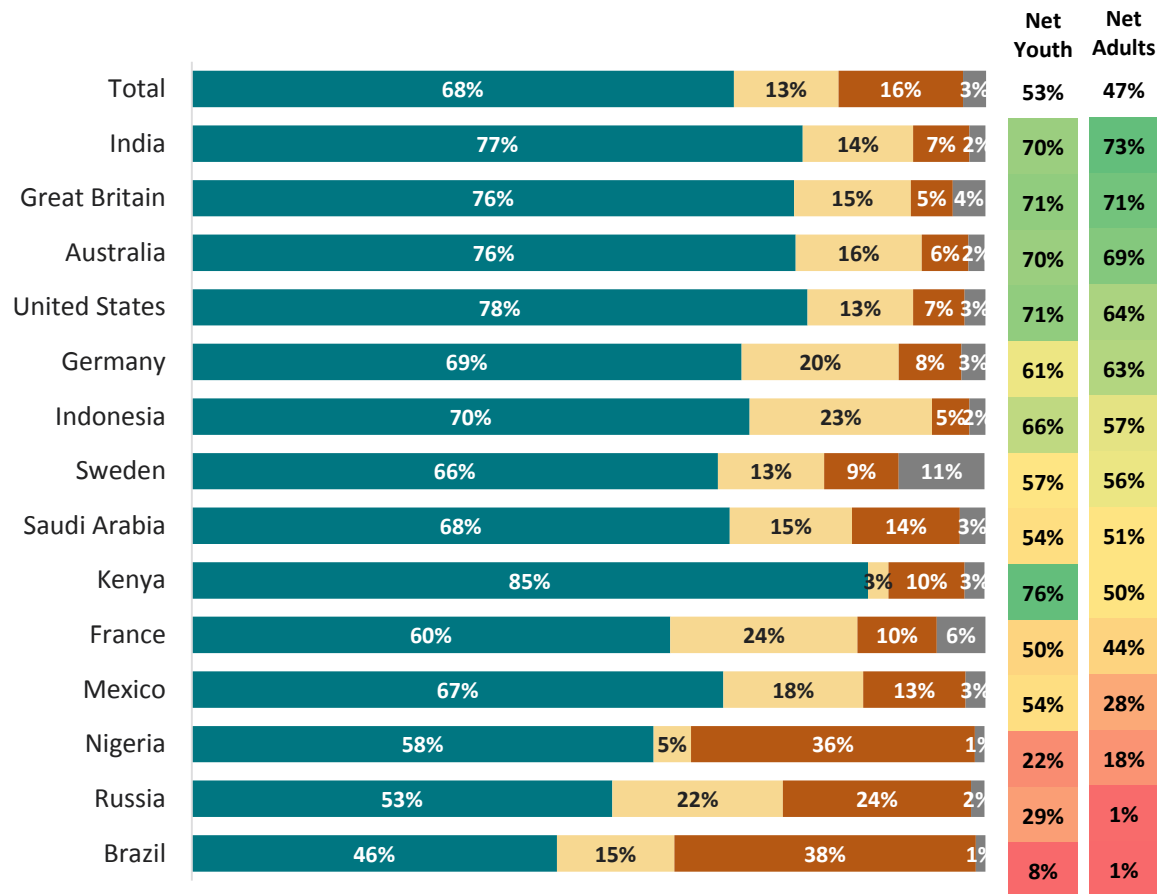


Those in large, democratic countries are more likely to say that people have basic human rights, led by adults in India (80%), Great Britain (78%), Australia (77%), and the United States (74%).

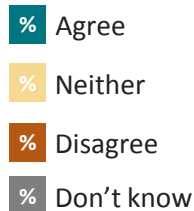
■ Agree  
■ Neither  
■ Disagree  
■ Don't know



# People Have Basic Human Rights in My Country: Youth



Reflecting the sentiment of older generations, Indian (77%), British (76%), and Australian (76%) youth agree in largest numbers that people have basic human rights in their countries.



## Top 5 Global Issues Leaders Should Focus On: Adults

	Total	Australia	Brazil	China	France	Germany	Great Britain	India	Indonesia	Kenya	Mexico	Nigeria	Russia	Saudi Arabia	Sweden	United States
Ending poverty	33%	26%	27%	26%	32%	45%	30%	42%	35%	39%	33%	50%	44%	30%	21%	23%
Improving education	30%	21%	51%	26%	16%	21%	19%	39%	42%	43%	45%	37%	34%	34%	13%	22%
Access to jobs	26%	24%	30%	15%	26%	8%	14%	41%	21%	38%	18%	60%	35%	28%	20%	23%
Economic fairness	23%	21%	15%	24%	14%	23%	16%	17%	36%	20%	27%	22%	52%	21%	19%	17%
Promoting health	22%	22%	33%	24%	13%	17%	19%	20%	31%	42%	20%	30%	14%	30%	14%	18%

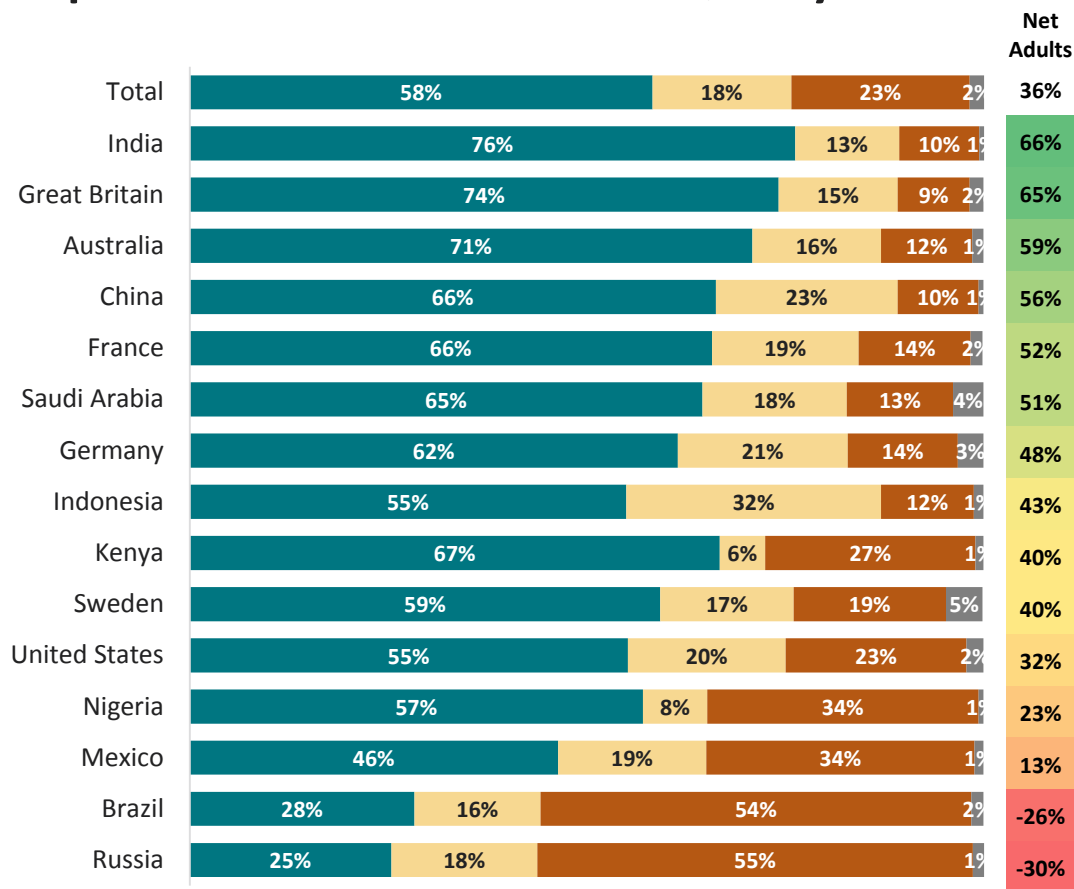
## Top 5 Global Issues Leaders Should Focus On: Youth

	Total	Australia	Brazil	China	France	Germany	Great Britain	India	Indonesia	Kenya	Mexico	Nigeria	Russia	Saudi Arabia	Sweden	United States
Improving education	41%	24%	55%	32%	14%	25%	20%	54%	51%	55%	50%	58%	33%	32%	15%	35%
Ending poverty	33%	27%	26%	32%	34%	38%	32%	39%	35%	26%	44%	47%	43%	28%	21%	23%
Access to jobs	29%	30%	36%	20%	27%	12%	20%	33%	23%	36%	14%	49%	30%	25%	21%	25%
Promoting health	26%	19%	34%	21%	11%	17%	13%	21%	38%	38%	21%	34%	17%	25%	10%	20%
Ending conflicts	19%	20%	13%	15%	17%	21%	26%	8%	19%	21%	10%	20%	22%	24%	18%	21%

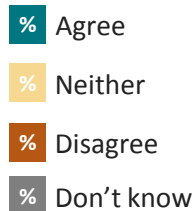


# HEALTH CARE

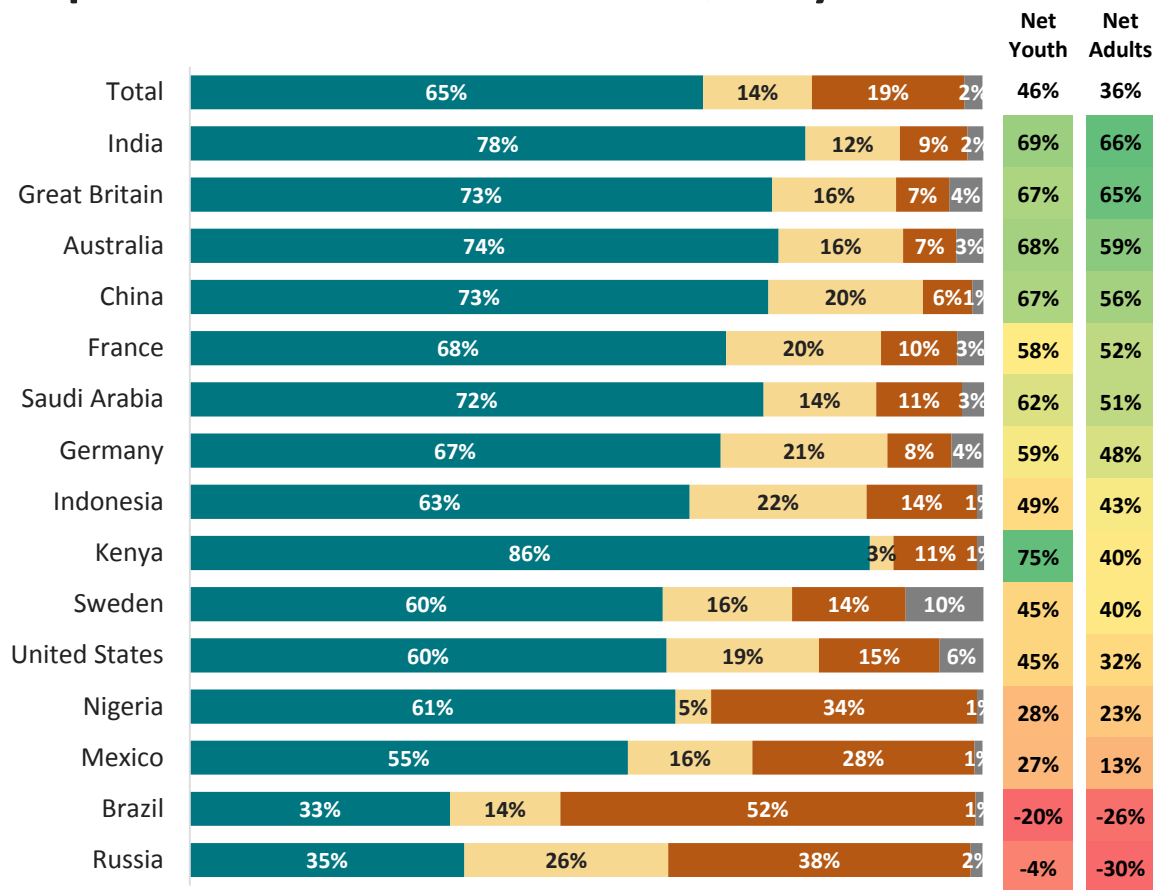
# People Like Me Have Access to Quality Health Care: Adults



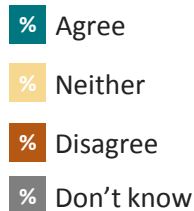
Although a majority globally say people like them have access to quality health care, more than half of respondents in Brazil (54%) and Russia (55%) do not agree.



# People Like Me Have Access to Quality Health Care: Youth



Overall, youth are slightly more likely to say people like them have access to health care, with the biggest youth vs. adult differences in Kenya, Russia, and Mexico.



# Most Concerning Health Issue: Adults

	Total	Australia	Brazil	China	France	Germany	Great Britain	India	Indonesia	Kenya	Mexico	Nigeria	Russia	Saudi Arabia	Sweden	United States
Cancer	35%	37%	44%	23%	52%	28%	39%	27%	24%	50%	57%	18%	37%	11%	38%	33%
HIV & AIDS	8%	1%	11%	4%	6%	2%	0%	3%	6%	49%	14%	30%	4%	1%	2%	2%
Heart disease	7%	10%	8%	8%	6%	4%	8%	9%	14%	0%	7%	1%	11%	4%	5%	8%
Diabetes	6%	4%	7%	2%	2%	3%	4%	12%	8%	5%	22%	5%	3%	3%	2%	6%
Alzheimer's	2%	2%	3%	0%	10%	3%	4%	-	0%	-	3%	-	1%	1%	2%	4%
Dementia	2%	6%	0%	0%	1%	3%	13%	-	0%	-	1%	-	1%	1%	3%	3%
High blood pressure	2%	0%	3%	3%	0%	1%	1%	7%	2%	5%	3%	5%	1%	4%	0%	1%
Stroke	2%	3%	1%	2%	2%	2%	4%	-	6%	0%	1%	2%	4%	0%	2%	2%
Mental disorder	2%	3%	2%	3%	1%	1%	4%	0%	1%	0%	1%	0%	2%	2%	3%	2%
Infectious disease	2%	1%	6%	2%	1%	1%	1%	2%	4%	0%	1%	0%	1%	2%	2%	1%
Malaria	2%	0%	0%	-	0%	-	-	4%	0%	6%	*	15%	-	*	*	-
Chronic illness	2%	1%	2%	2%	1%	2%	1%	-	4%	-	4%	-	1%	3%	1%	0%
Pulmonary disease	1%	1%	2%	2%	1%	1%	1%	5%	1%	-	2%	-	1%	0%	1%	1%
Physical disability	1%	1%	1%	0%	2%	2%	1%	2%	1%	*	3%	-	2%	0%	1%	1%
All diseases	1%	1%	4%	0%	1%	1%	1%	-	1%	1%	2%	0%	2%	0%	1%	1%
None	26%	36%	21%	28%	28%	44%	35%	3%	25%	6%	13%	2%	25%	45%	35%	39%

13. What health-related issues or illnesses are you most concerned or scared of? If you are not concerned about any, write "none" in the field below. [Top health concerns shown]

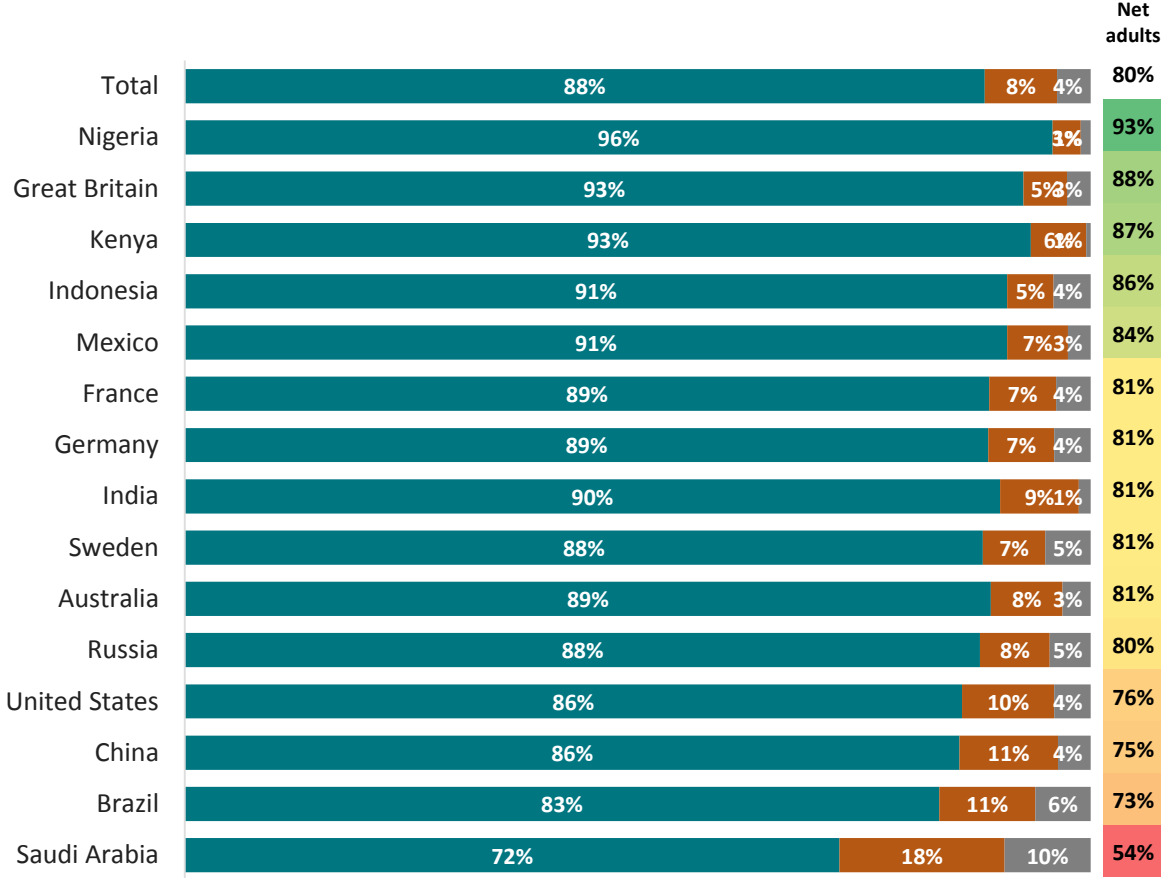


# Most Concerning Health Issue: Youth

	Total	Australia	Brazil	China	France	Germany	Great Britain	India	Indonesia	Kenya	Mexico	Nigeria	Russia	Saudi Arabia	Sweden	United States
Cancer	31%	31%	45%	33%	44%	36%	34%	26%	24%	33%	56%	14%	34%	15%	35%	27%
HIV & AIDS	20%	2%	14%	6%	15%	5%	1%	2%	13%	58%	23%	40%	9%	1%	5%	4%
Diabetes	3%	2%	5%	2%	1%	0%	0%	12%	4%	1%	16%	1%	1%	3%	4%	3%
Heart disease	3%	3%	3%	5%	1%	1%	1%	7%	9%	-	3%	1%	3%	4%	2%	4%
Malaria	3%	-	-	-	-	-	-	4%	-	5%	-	12%	-	-	0%	-
STIs/ STDs	2%	1%	5%	0%	2%	-	0%	-	1%	4%	10%	1%	1%	-	1%	1%
Infectious disease	2%	1%	5%	3%	2%	1%	0%	1%	9%	-	3%	0%	2%	2%	1%	2%
Ebola	2%	1%	1%	-	-	-	0%	-	0%	3%	1%	8%	0%	-	3%	-
Typhoid	1%	-	-	-	-	-	-	-	-	2%	-	5%	-	-	-	-
Chronic illness	1%	0%	1%	2%	1%	1%	-	-	5%	-	2%	-	1%	1%	0%	1%
Cold	1%	1%	4%	2%	-	-	-	7%	1%	-	2%	-	1%	0%	1%	0%
Illness caused by pollution	1%	0%	0%	5%	2%	0%	0%	-	1%	-	1%	-	0%	2%	0%	1%
High blood pressure	1%	-	1%	1%	-	-	-	5%	1%	1%	0%	2%	0%	0%	-	0%
Cost of health care	1%	0%	0%	0%	-	-	-	-	8%	-	-	-	0%	1%	-	1%
Pulmonary disease	1%	0%	2%	2%	1%	0%	-	6%	1%	-	2%	-	1%	0%	0%	0%
Mental disorder	1%	3%	1%	2%	1%	1%	2%	0%	0%	-	1%	-	1%	-	2%	1%
None	25%	48%	17%	34%	37%	48%	55%	4%	16%	8%	13%	2%	37%	41%	33%	52%

13. What health-related issues or illnesses are you most concerned or scared of? If you are not concerned about any, write "none" in the field below. [Top health concerns shown]

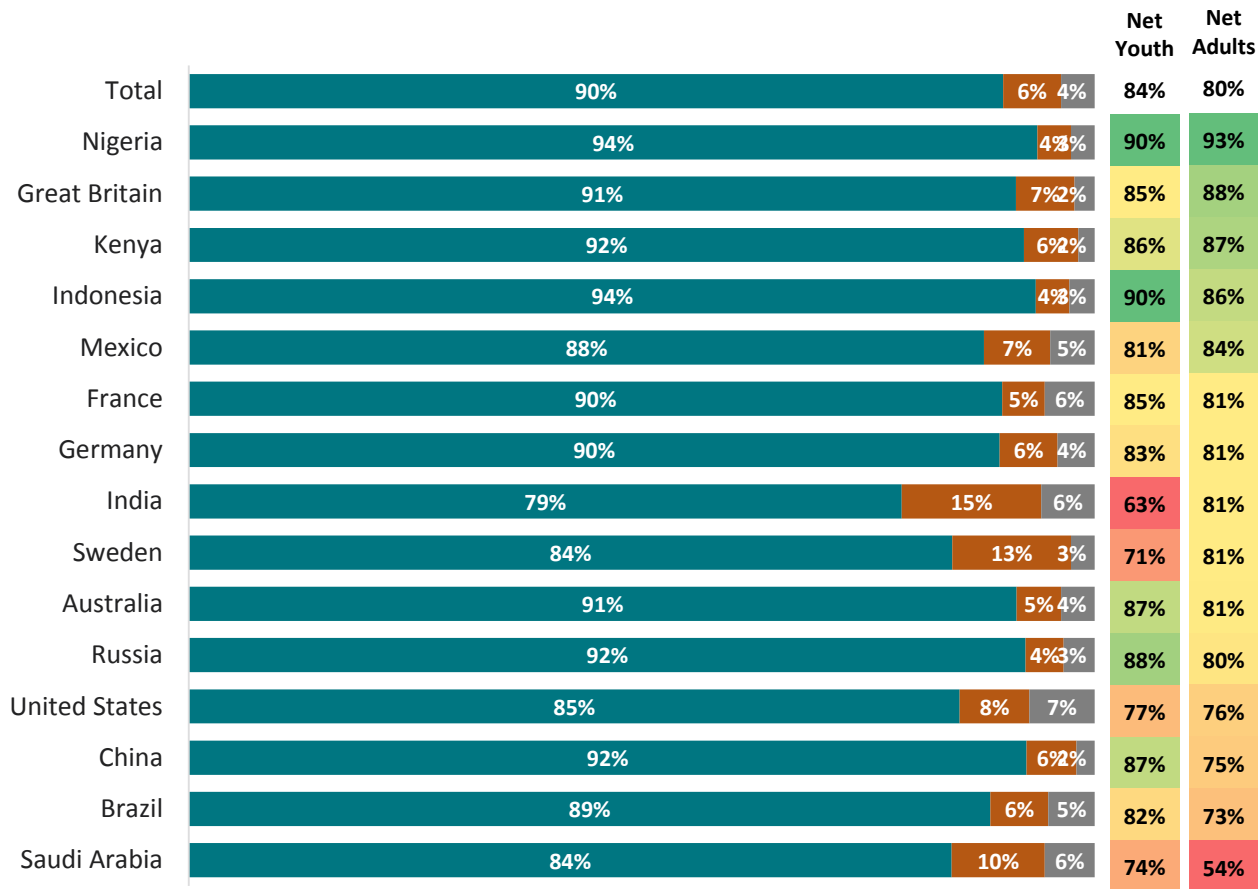
# Know Where to Go for Medical Care: Adults



The vast majority of adults (88%) in all countries surveyed agree that they know where to go for medical care.

% Yes    % No    % Don't know

# Know Where to Go for Medical Care: Youth

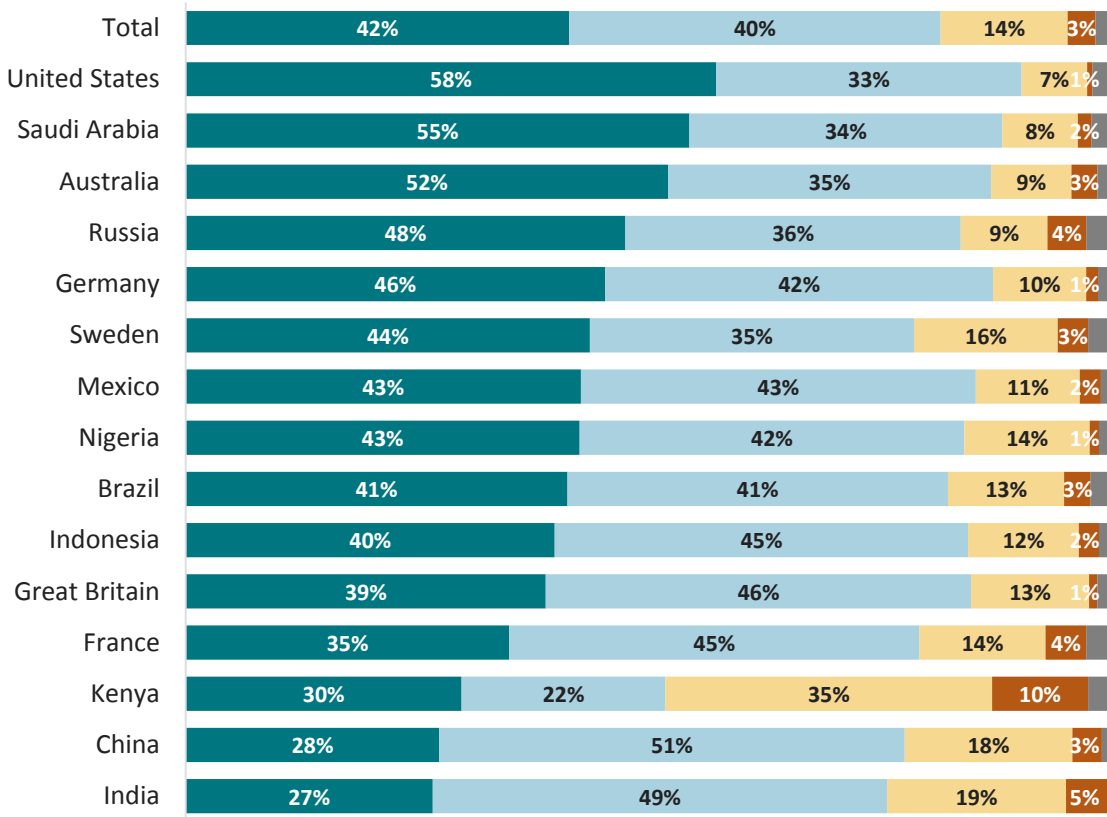


Almost nine in 10 youth respondents report knowing where to go for medical care.

On average, there is no significant difference between the percentage of adults and youth who know where to go for care.

% Yes % No % Don't know

# Distance to Receive Major Medical Care: Adults

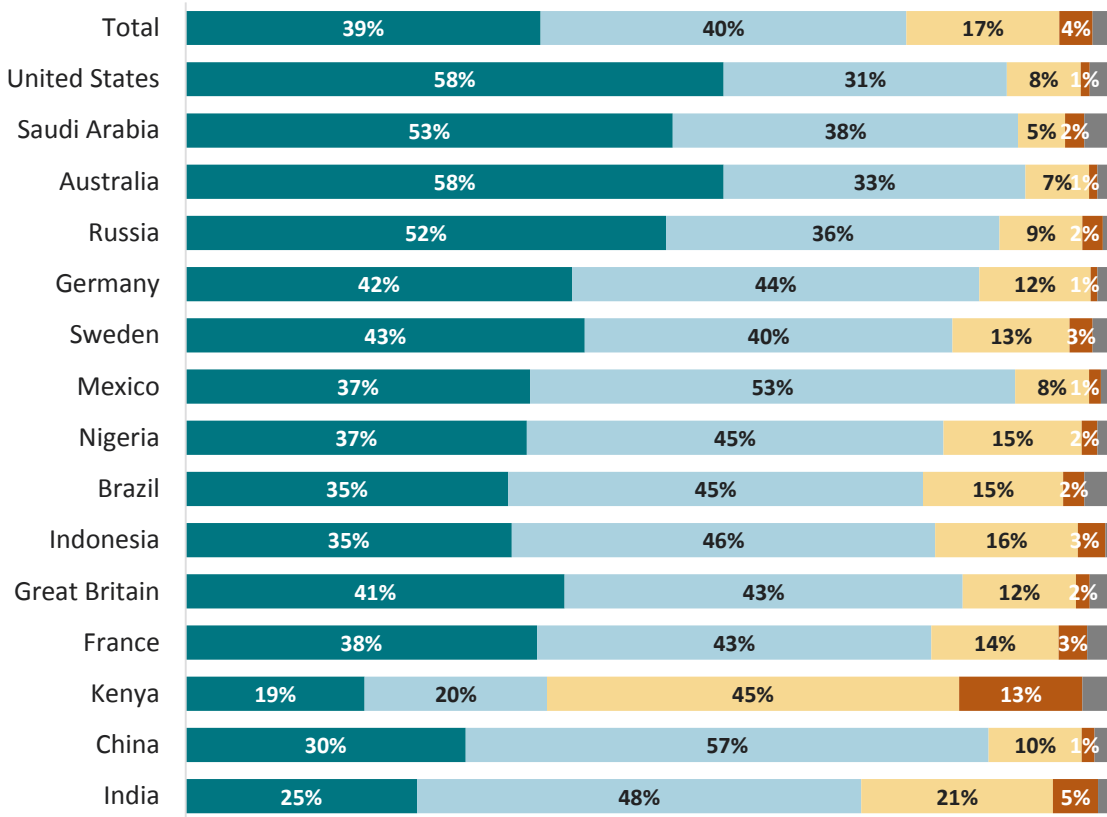


Half of Chinese adults must travel 15-30 minutes to receive medical care, and one in three Kenyan adults report traveling up to an hour for care.

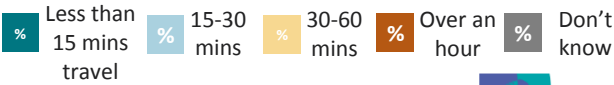
On the other hand, almost six in 10 Americans report that they are within 15 minutes of medical care.



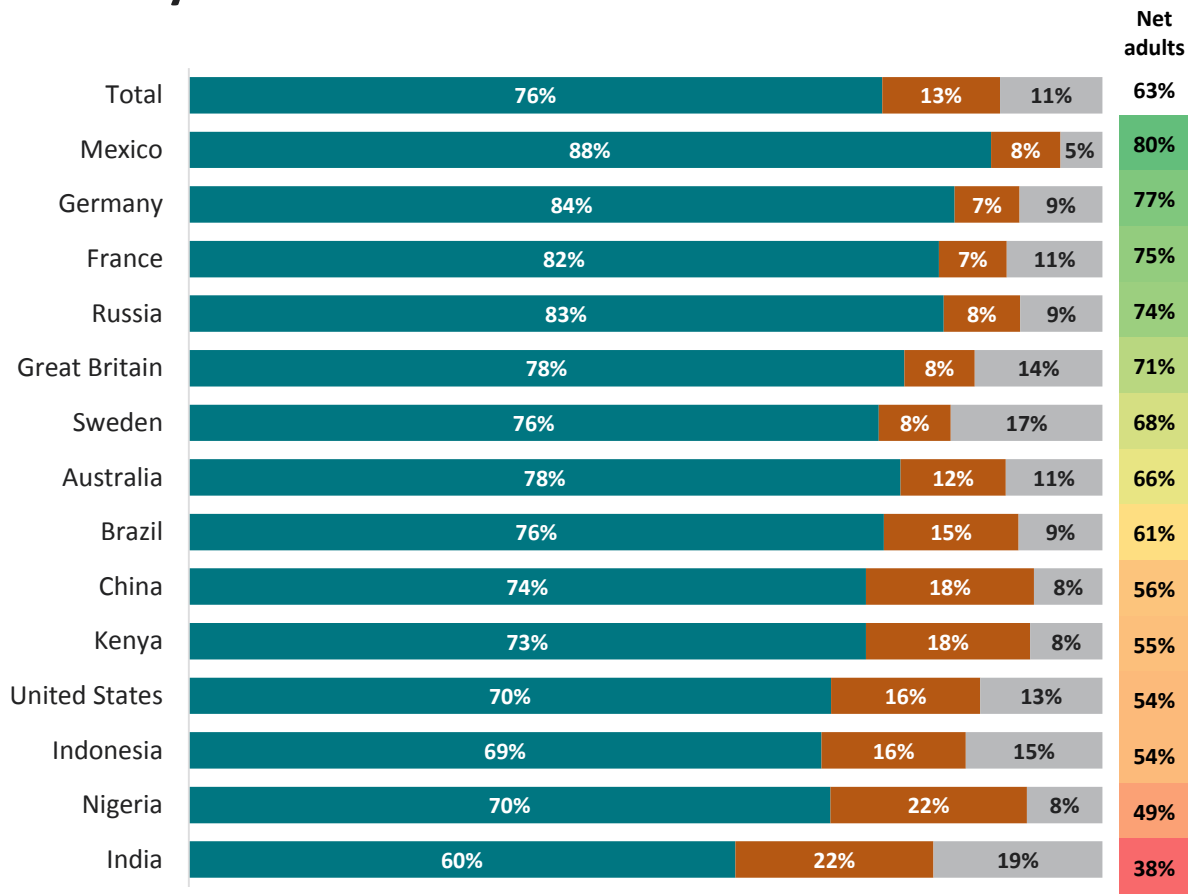
# Distance to Receive Major Medical Care: Youth



Most young people in the countries surveyed can access medical care within 30 minutes from where they live. However, youth in Kenya report having to travel greater distances than most.



# Has Easy Access to Birth Control: Adults

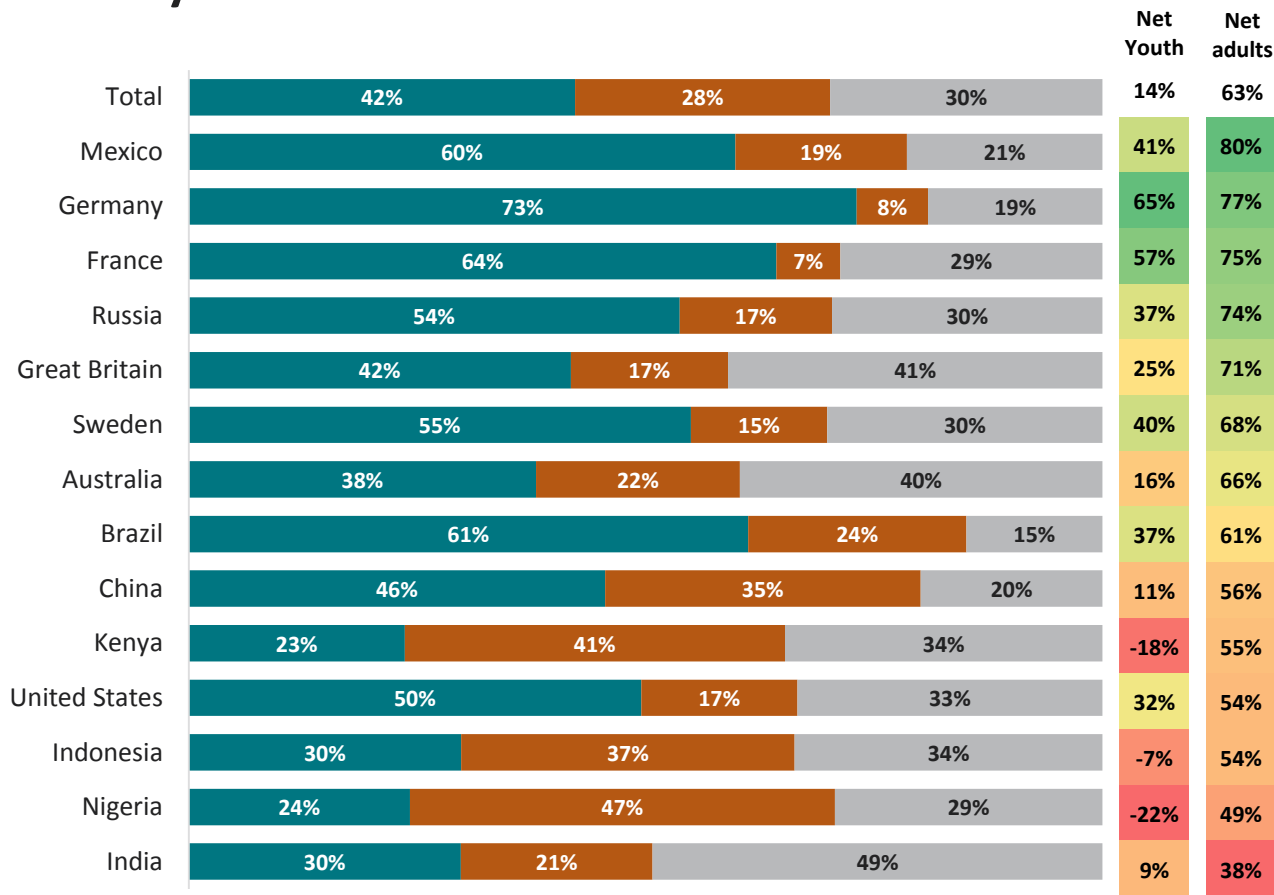


Mexico (88%), Germany (84%), and Russia (83%) have the most access to birth control among adults.

Fewer U.S. adults report easy access to contraception than the global average.

% Yes % No % Don't know

# Has Easy Access to Birth Control: Youth



Access to contraception is lower among youth across the board.

European youth, namely Germans (73%) and French (64%) report easy access to birth control.

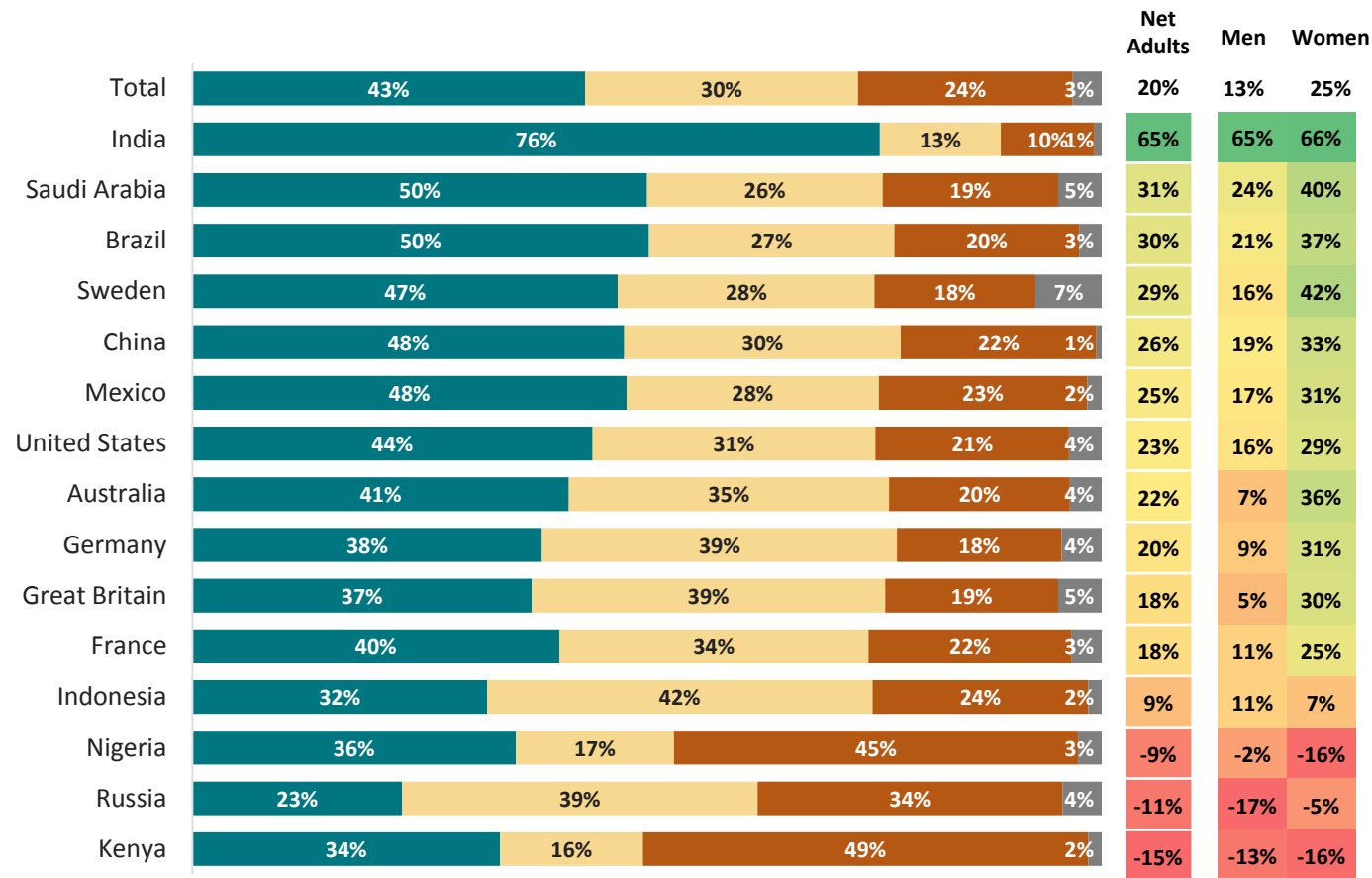
% Yes % No % Don't know



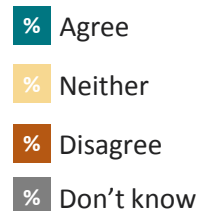


# GENDER EQUALITY

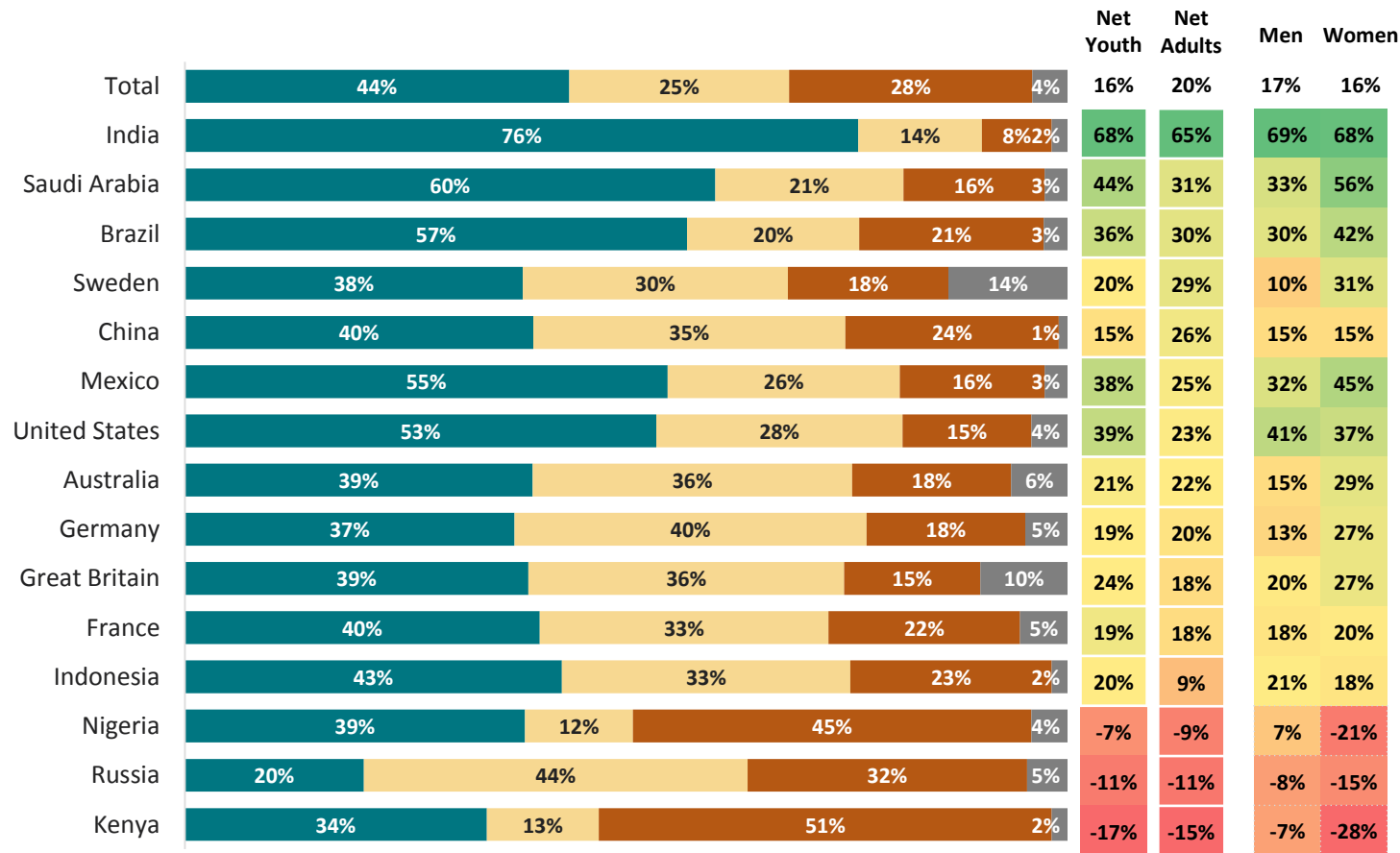
# Life Is Better for Men/Boys Here Than for Women/Girls: Adults



Globally, four in 10 agree life is better for men/boys in their country, including 76% in India and half of adults in Saudi Arabia and Brazil.

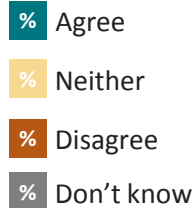


# Life Is Better for Men/Boys Here Than for Women/Girls: Youth

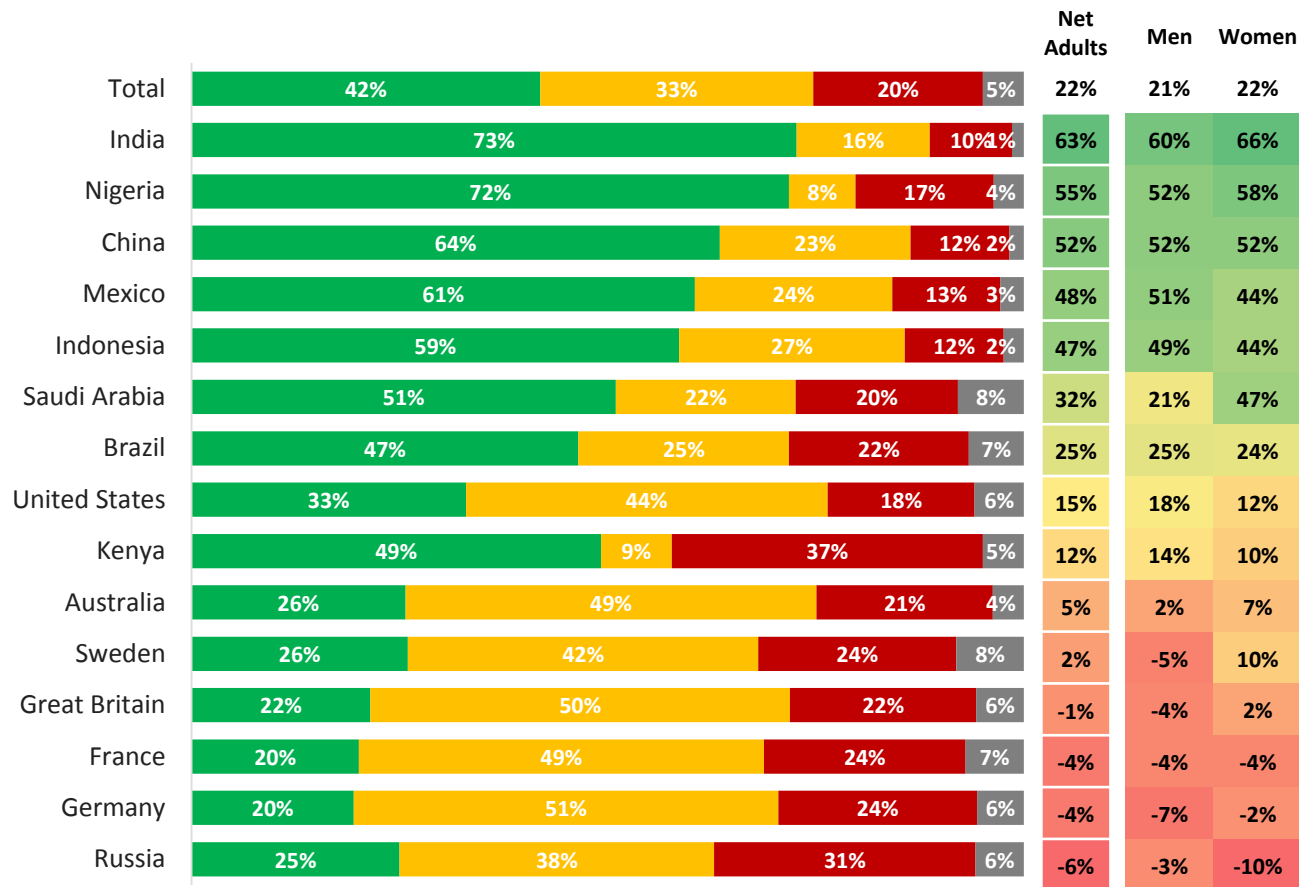


More youth than adults agree life is better for men/boys.

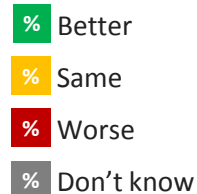
This is particularly true in India, Saudi Arabia, Mexico, the U.S., and Brazil.



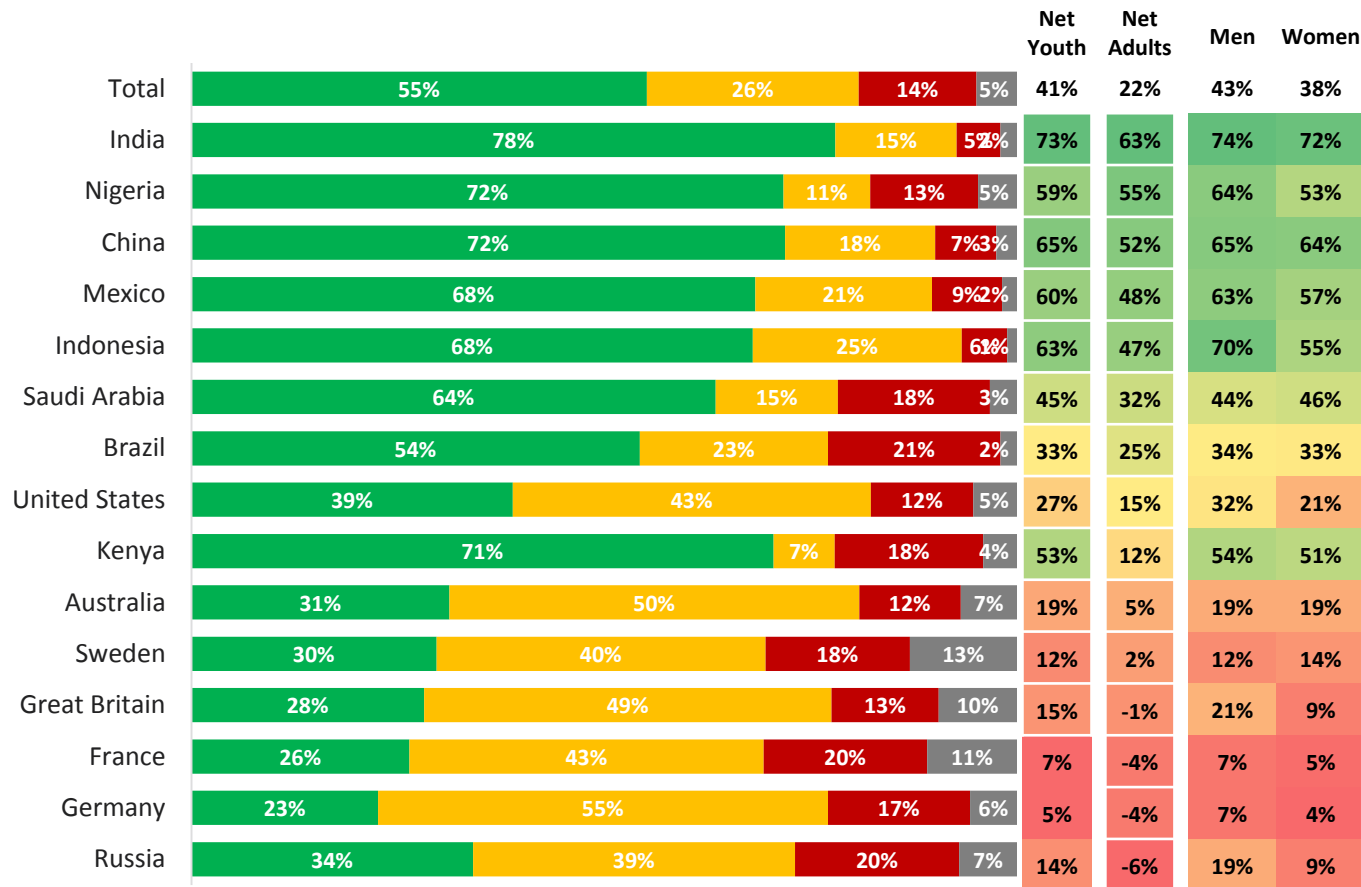
# Outlook on Future Living Conditions for Men/Boys: Adults



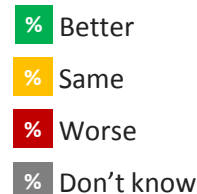
Overall, a plurality of adults think the future living conditions for men and boys will be better (42%). One in five thinks future living conditions for men and boys will be worse, driven by adults in Kenya and Russia.



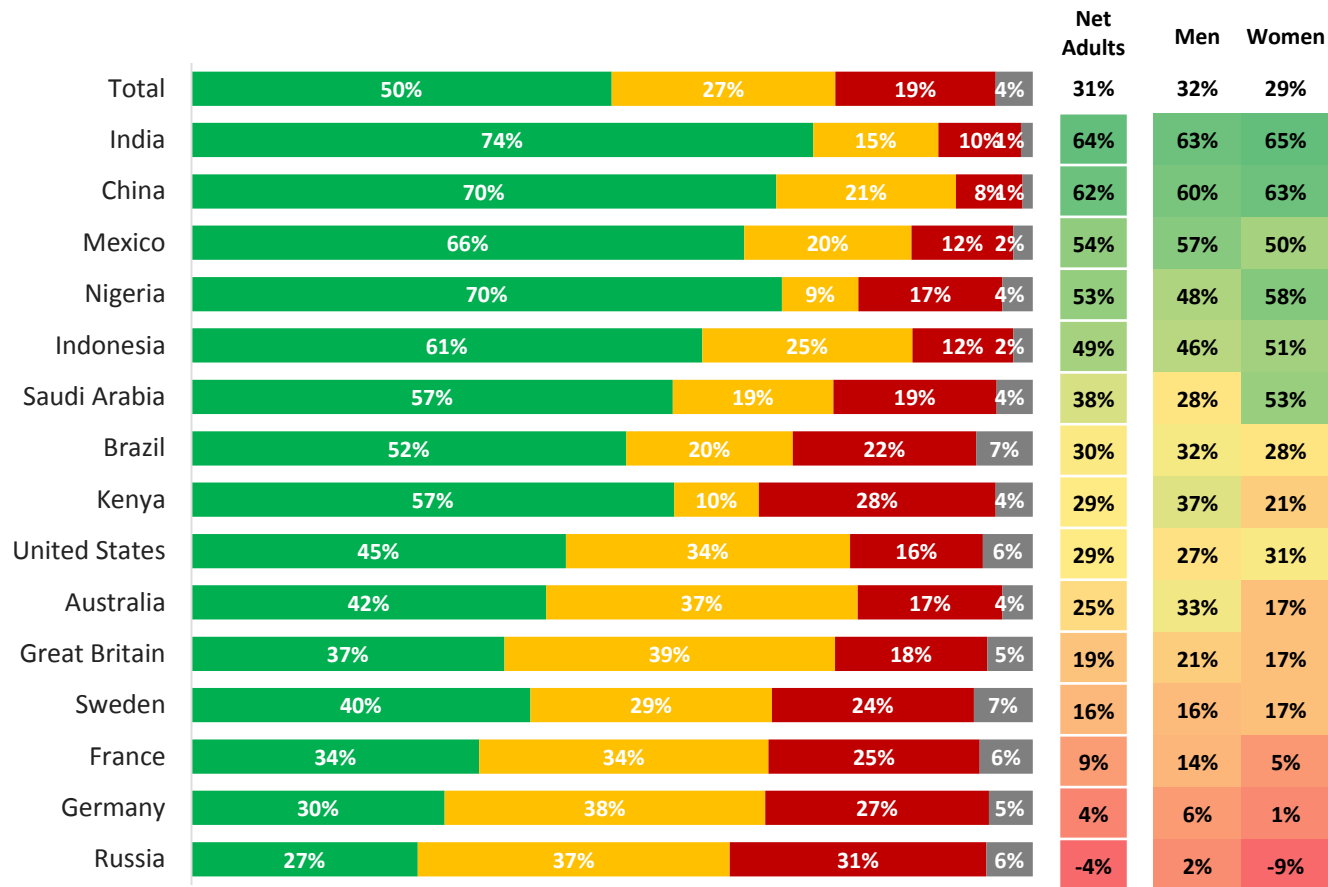
# Outlook on Future Living Conditions for Men/Boys: Youth



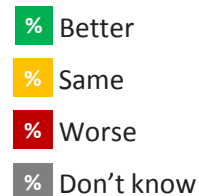
Youth are more optimistic than adults overall, believing future living conditions for men/boys will improve, particularly in India and Nigeria.



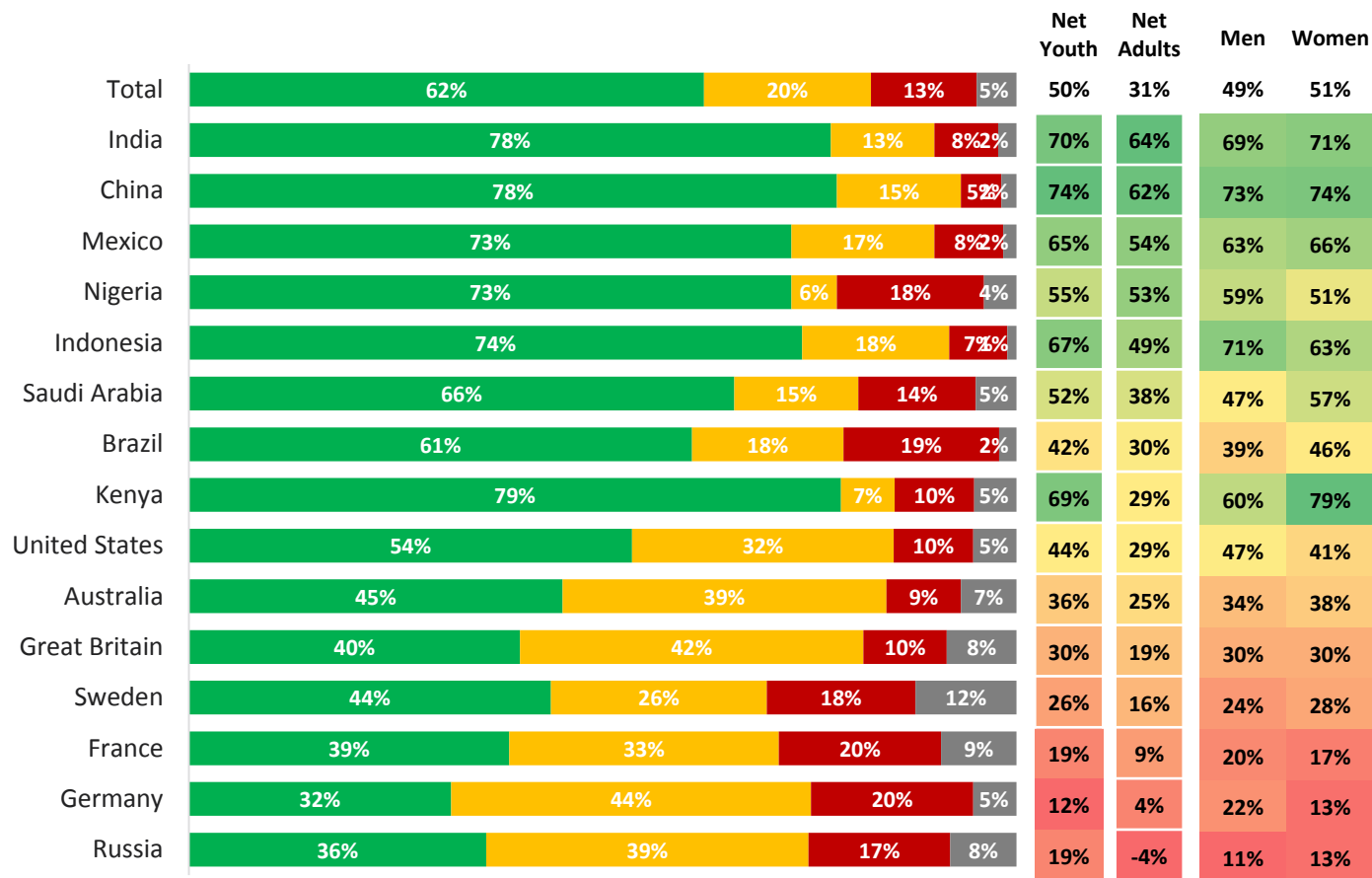
# Outlook on Future Living Conditions for Women/Girls: Adults



Globally, adults are more optimistic about living conditions improving for women and girls (50%), compared to men and boys (42%).



# Outlook on Future Living Conditions for Women/Girls: Youth

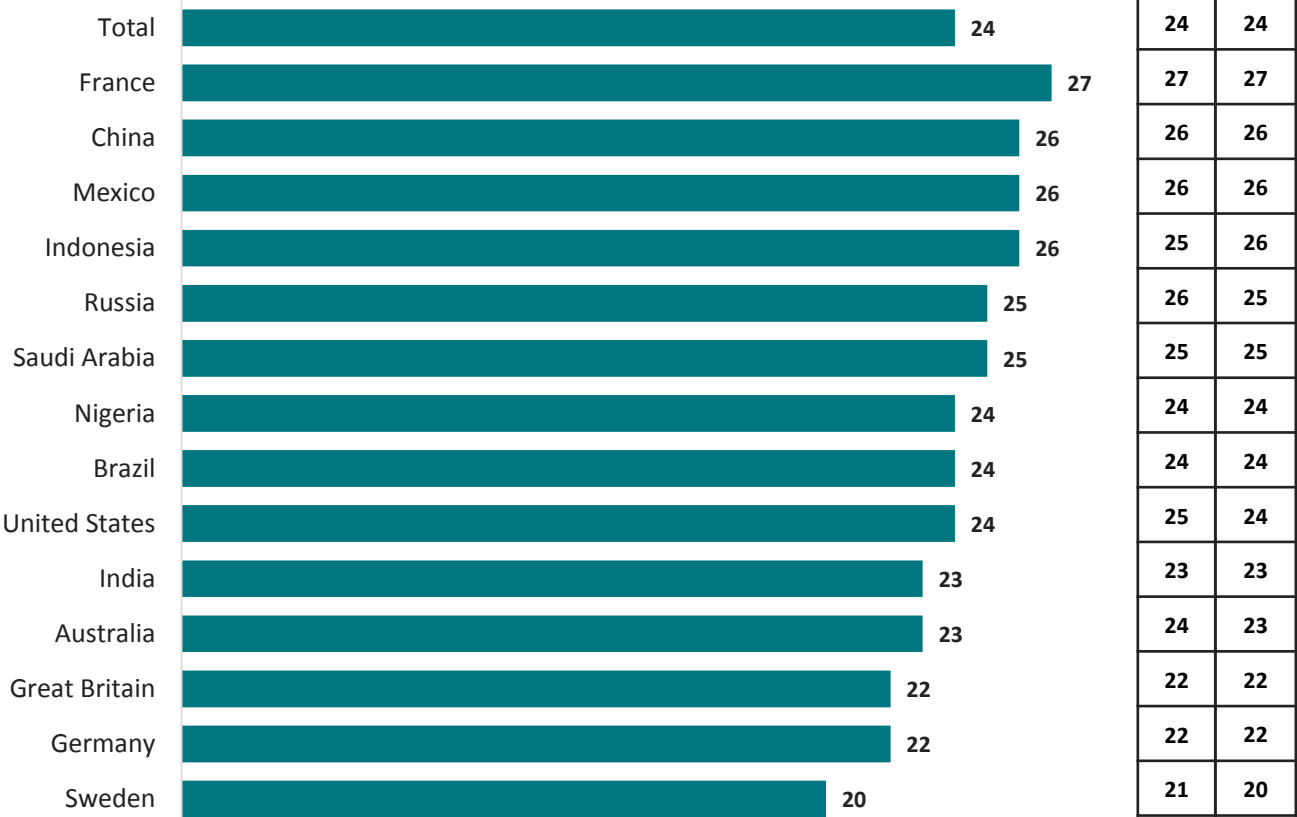


A majority of all young respondents (62%) think that the future living conditions for women and girls will be better. European countries are the *least* optimistic on this.

■ % Better  
■ % Same  
■ % Worse  
■ % Don't know



# Minimum Age to Get Married: Adults

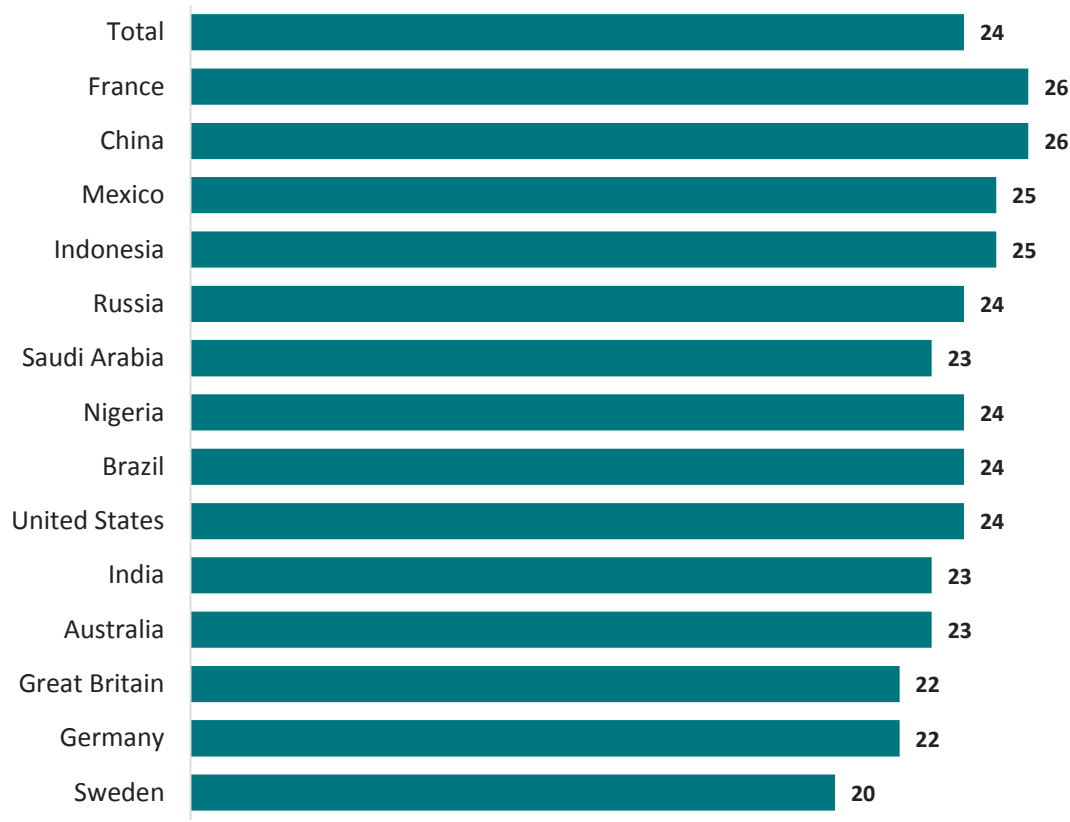


On average, adult respondents believe a person should be 24 years old before they marry.

French adults are more likely to believe people should marry later in life.



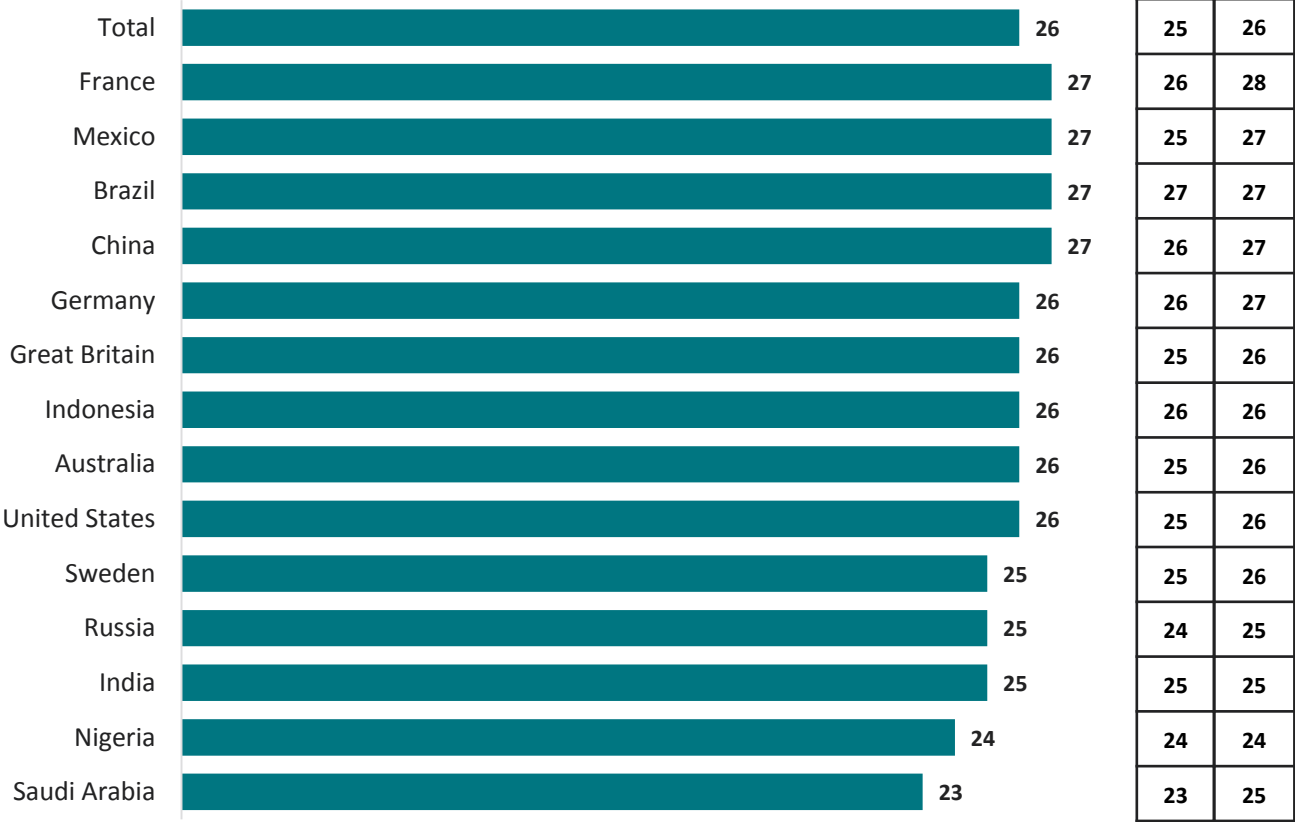
# Minimum Age to Get Married: Youth



Men	Women
24	24
27	26
26	26
26	25
25	25
24	23
24	23
23	24
25	24
26	23
26	23
23	23
22	22
22	22
20	21

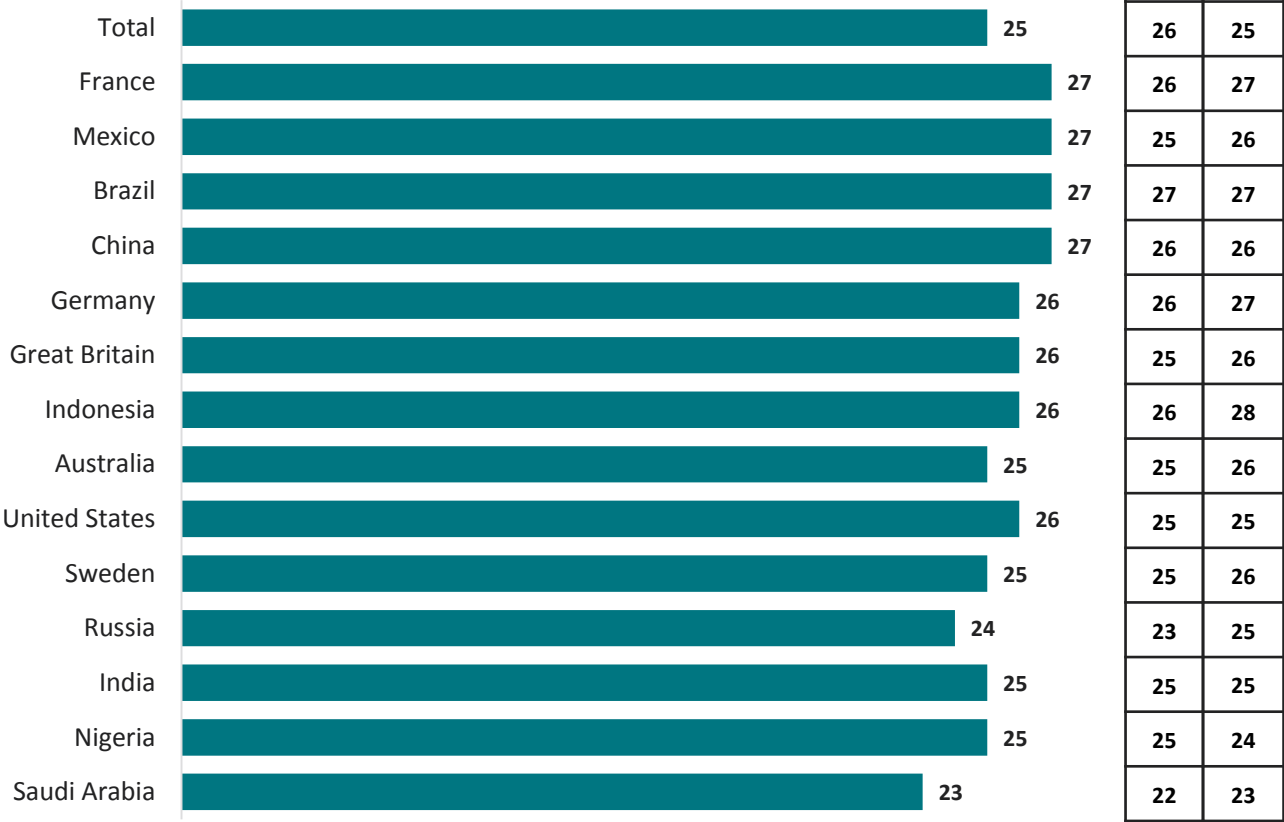
In every country, youth and adults are aligned on the time frame for marriage; 24 is also the average age that young respondents say is the minimum for marriage.

# Best Age for Women to Have Children: Adults



There is little differentiation across countries on the ideal age for a woman to have children. Saudi Arabia is the lowest, with an average of 23 years old.

# Best Age for Women to Have Children: Youth

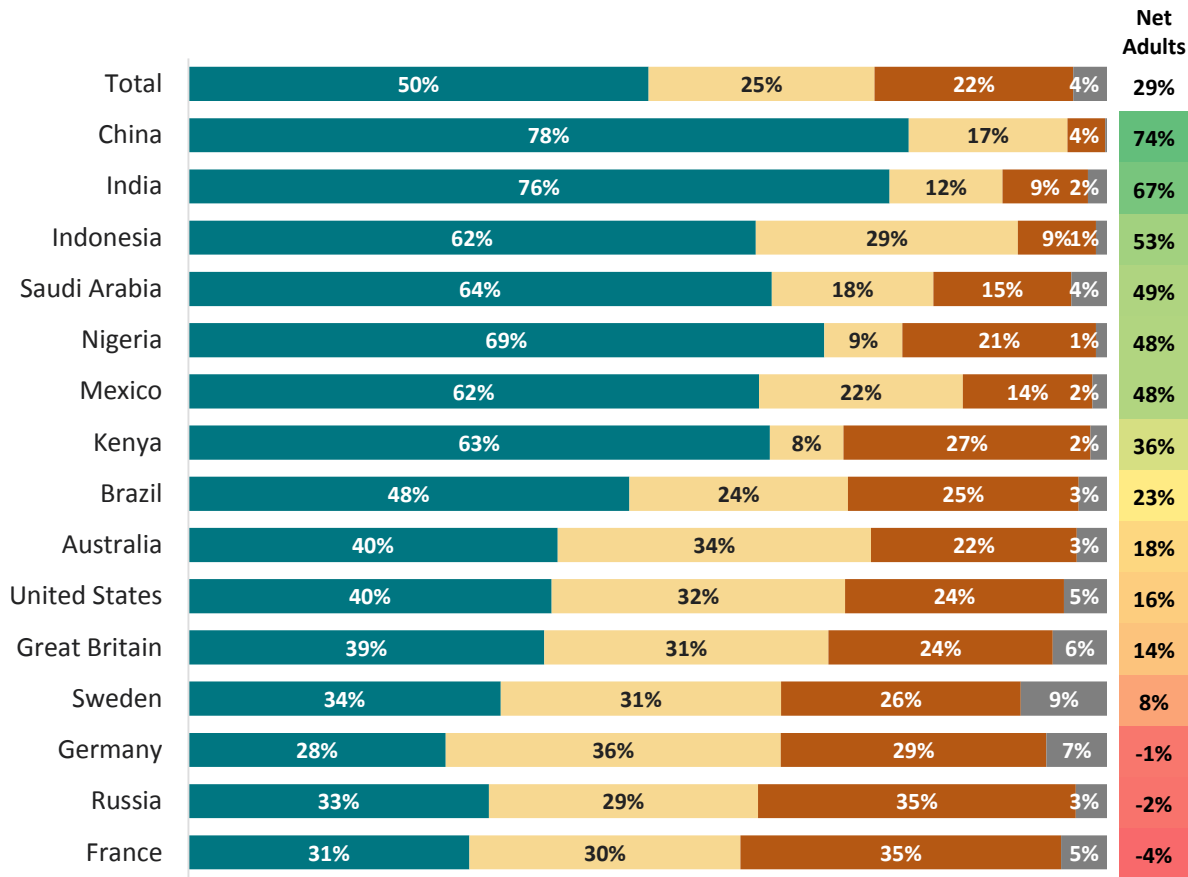


Saudi Arabian youth also report the lowest average age for women to have children at 23. There is little difference between adults and youth on the ideal age to have children.



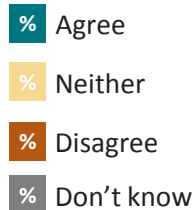
# GLOBAL ISSUES

# My Generation Will Have a More Positive Impact on the World vs. Parents: **Adults**

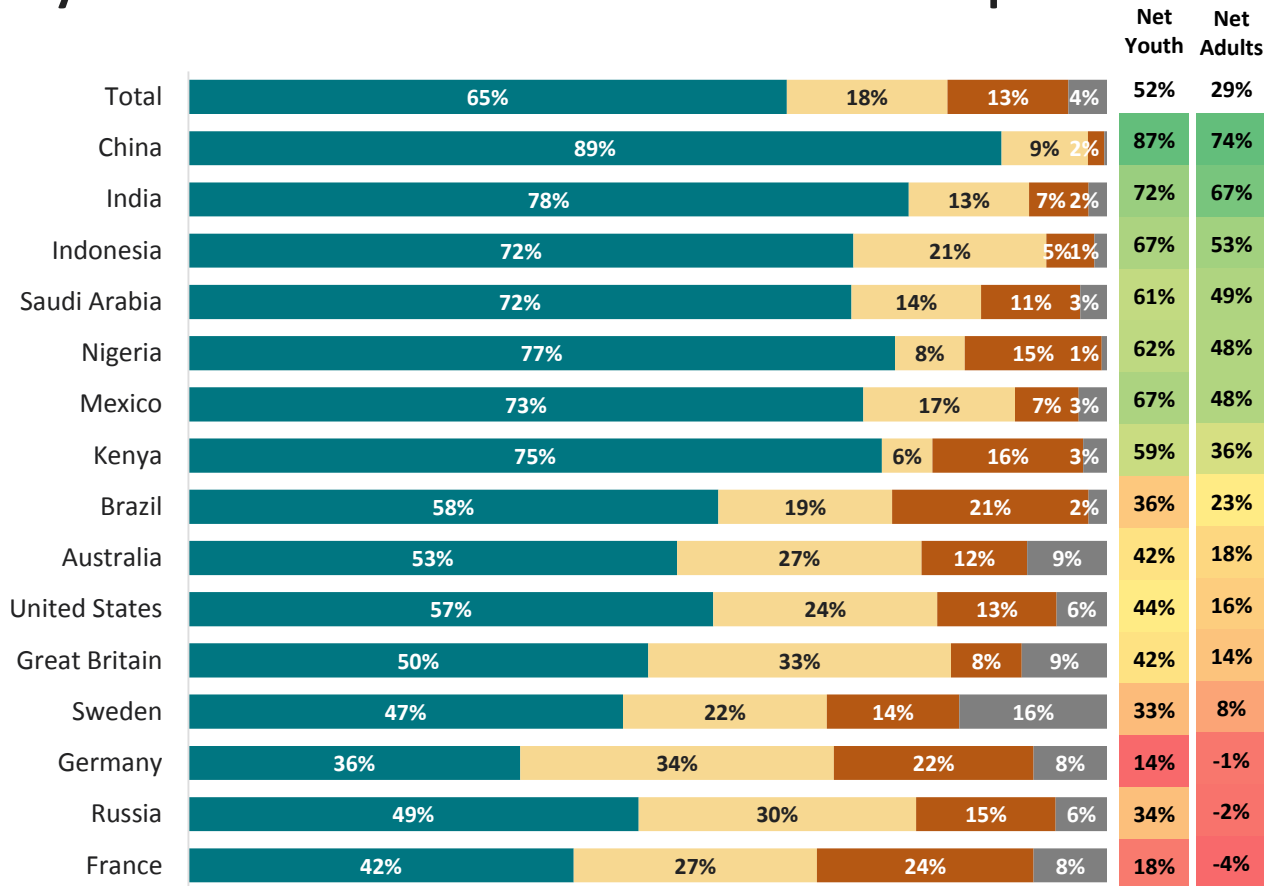


A plurality of adults believe their generation will have a more positive impact than the previous one.

French (31%), Russian (33%), and German (28%) adults are the *least* optimistic about their generation's impact.

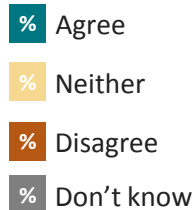


# My Generation Will Have a More Positive Impact on the World vs. Parents: Youth

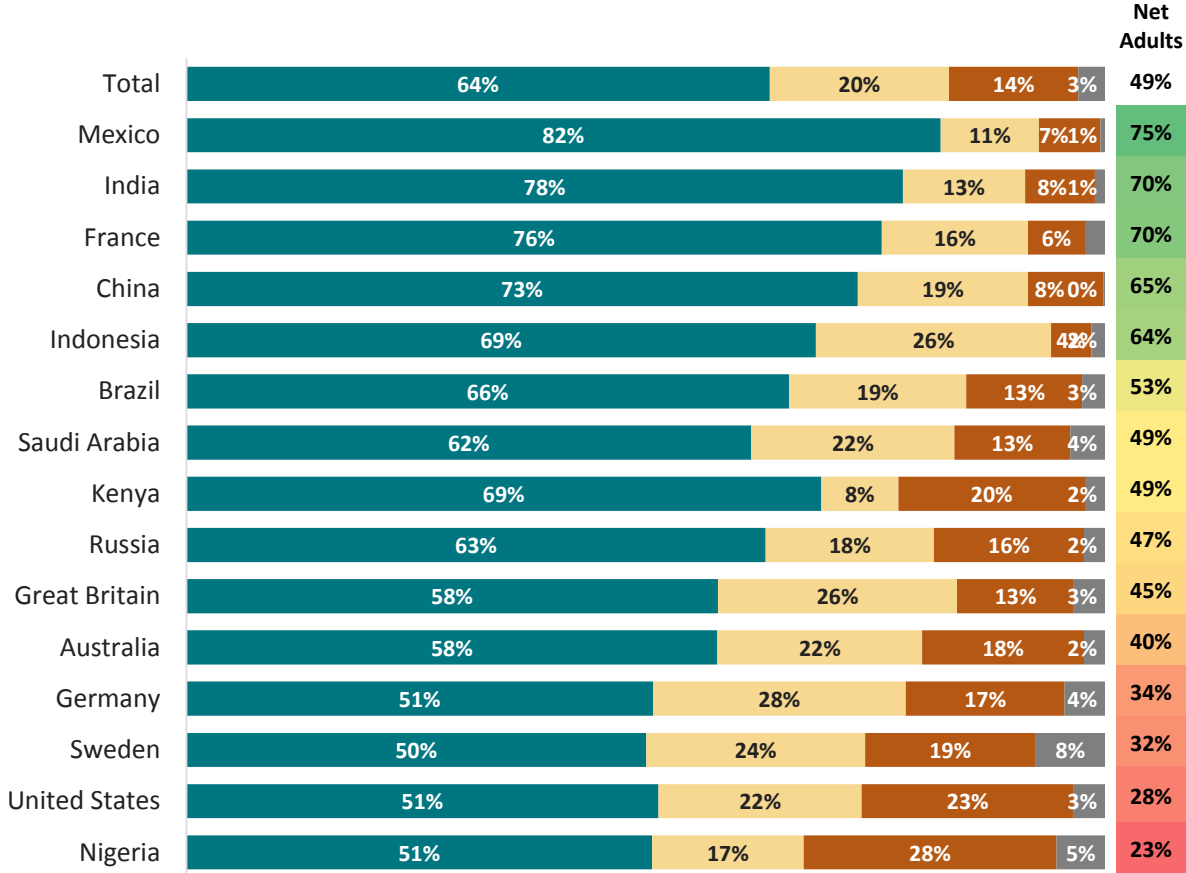


Overall, youth are much more optimistic than adults about their generation's greater impact.

Chinese youth are the most optimistic. The biggest difference between youth and adults is among Americans, with a nearly 20-percentage point difference in optimism.



# Climate Change Poses a Significant Threat to My Community: **Adults**



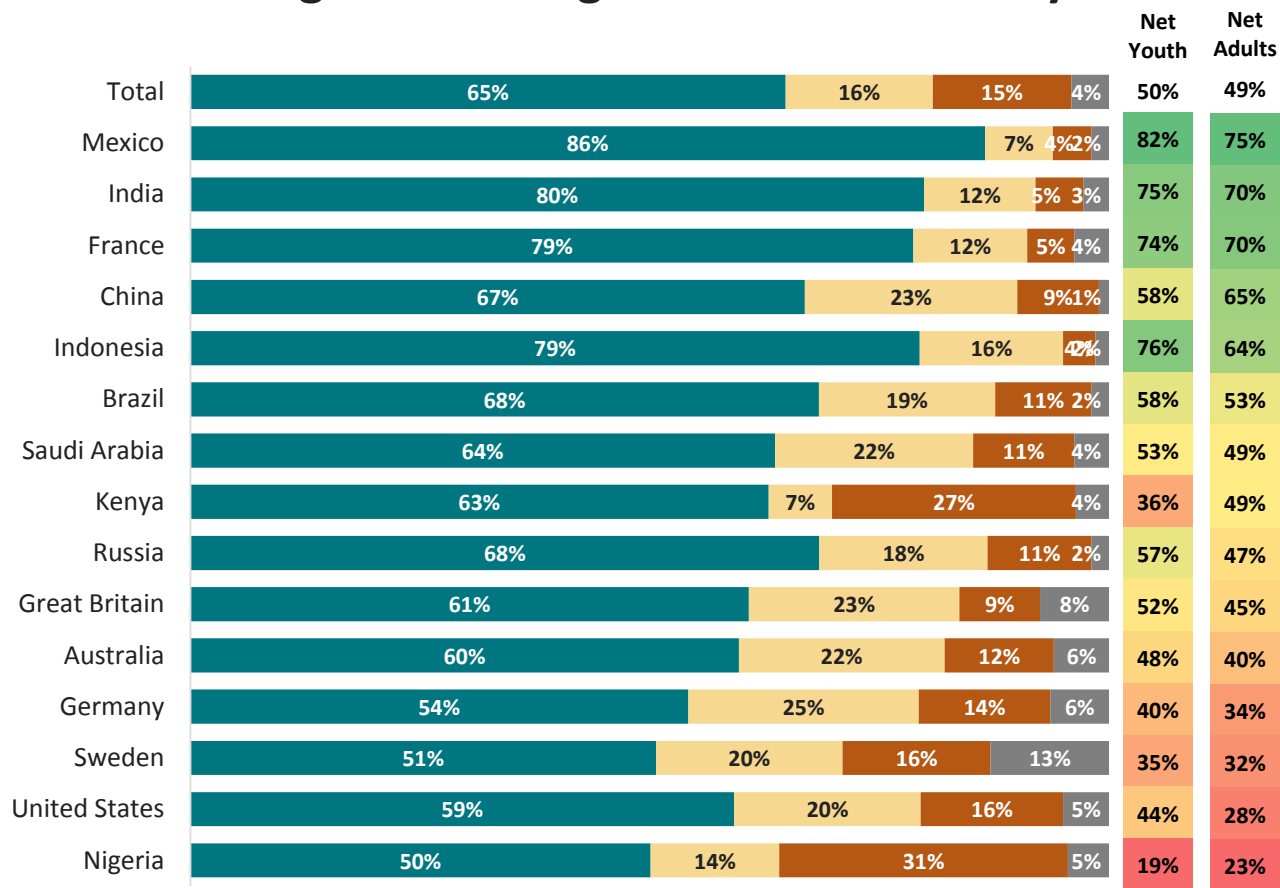
Nearly two-thirds of adults see climate change as a threat.

Germany, Sweden (both leading countries on implementing the Paris climate accord), Nigeria, and the U.S. are least likely to view climate change as a threat.

- % Agree
- % Neither
- % Disagree
- % Don't know

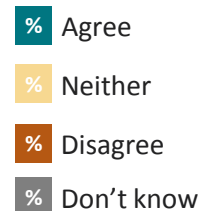


# Climate Change Poses a Significant Threat to My Community: **Youth**



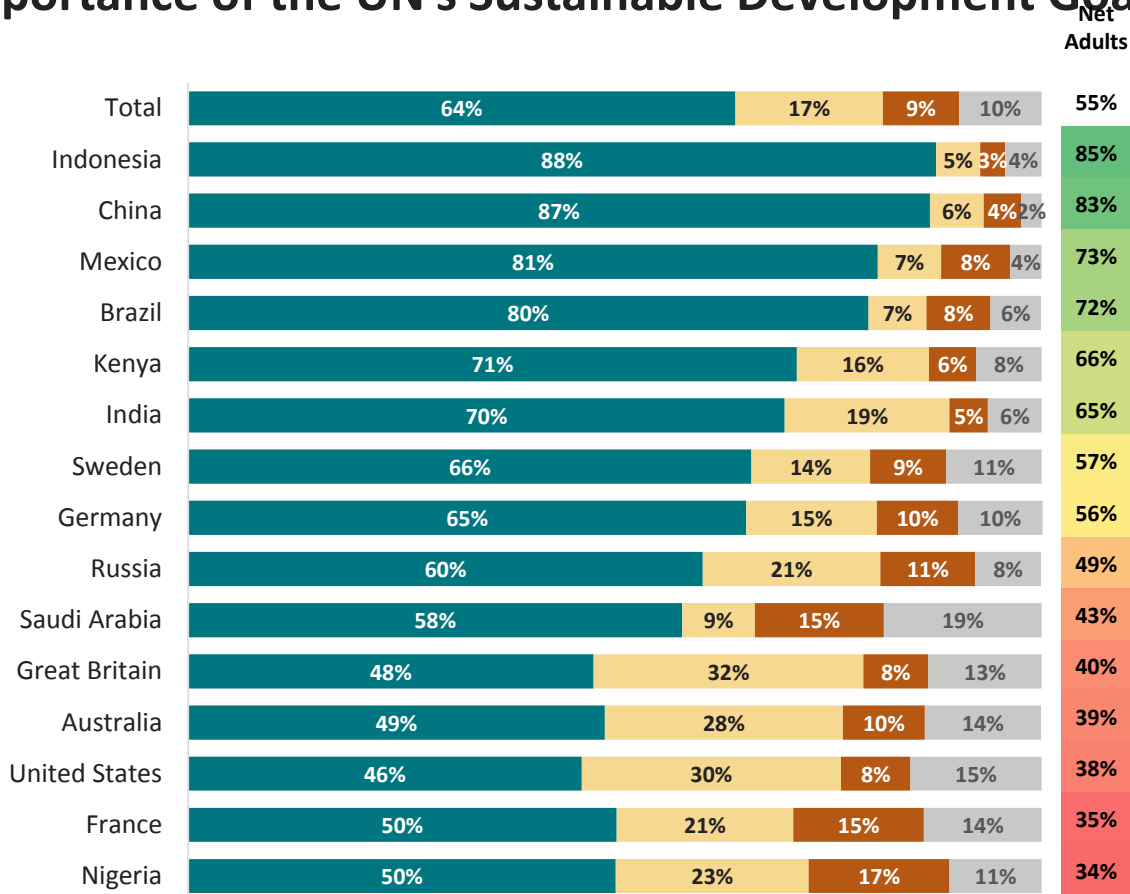
Overall, youth are no more concerned than adults about climate change.

However, youth in Indonesia and the U.S. report higher levels of concern than their adult counterparts.



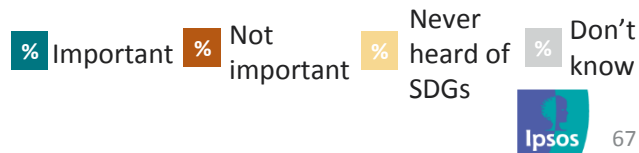


# Importance of the UN's Sustainable Development Goals: Adults

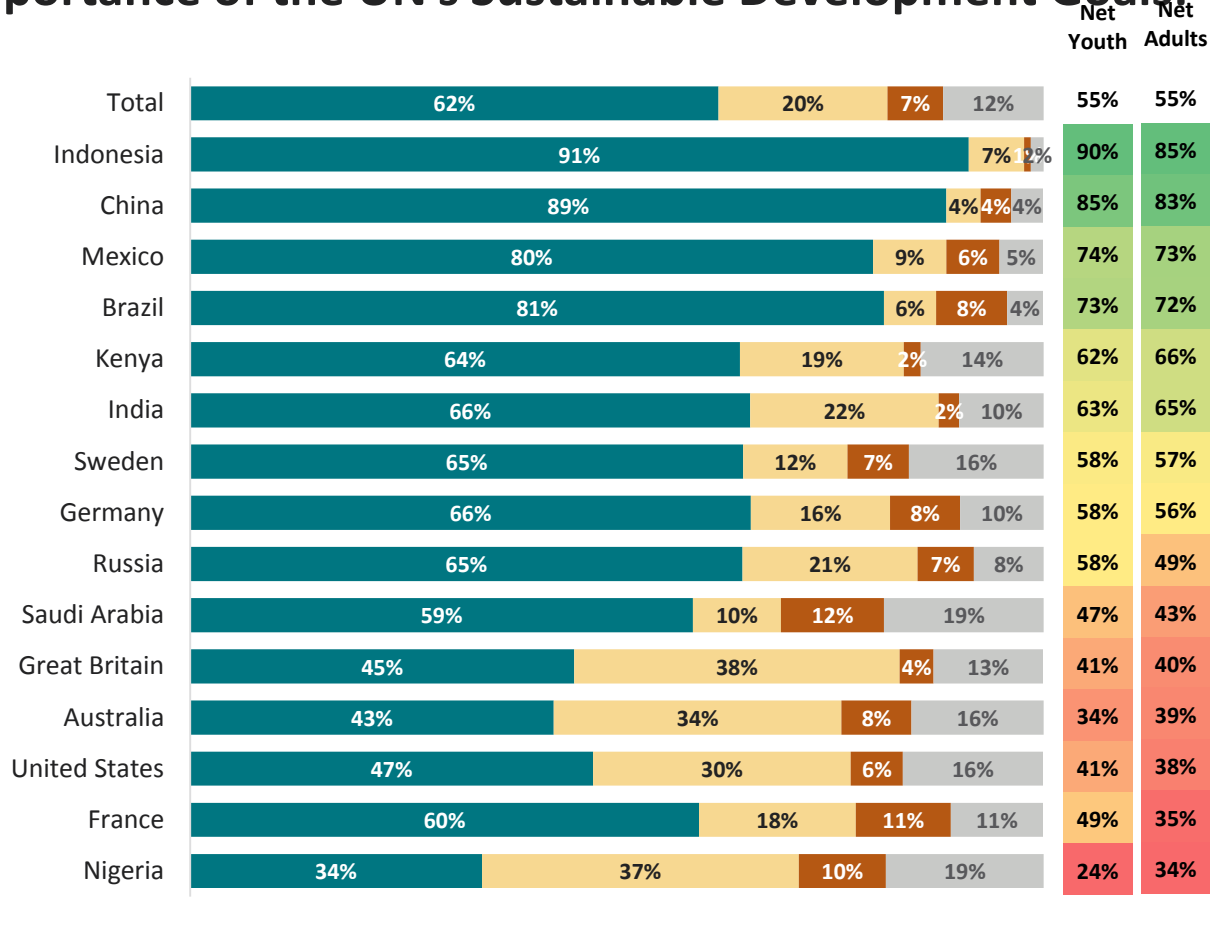


Most adults agree that the UN's Sustainable Development Goals are important.

Awareness of the SDGs is lowest in Great Britain, the United States, and Australia.

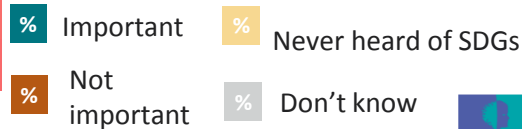


# Importance of the UN's Sustainable Development Goals: Youth



Young respondents are just as likely as adult respondents to believe the UN's Sustainable Development Goals are important.

Youth awareness is lower in the same three countries where adult awareness is lowest, as well as Nigeria.



# CONNECTIVITY



## Connectivity & Devices: Adults

*Internet access is reportedly widespread among adults; much less so in India, Nigeria, and Kenya*

	I have a smartphone	I have internet access at home	I have a computer	I have a bank account	I have a mobile phone that is NOT a smartphone	None of these
<b>Total</b>	78%	76%	72%	79%	25%	2%
Australia	85%	93%	89%	93%	11%	1%
Brazil	83%	90%	86%	79%	17%	2%
China	93%	85%	86%	85%	12%	0%
France	80%	94%	93%	92%	20%	1%
Germany	82%	90%	86%	91%	22%	2%
Great Britain	83%	94%	89%	94%	18%	1%
India	66%	23%	14%	74%	24%	4%
Indonesia	87%	72%	79%	82%	30%	2%
Kenya	44%	35%	10%	45%	61%	8%
Mexico	77%	91%	87%	61%	22%	1%
Nigeria	57%	21%	14%	70%	60%	1%
Russia	81%	96%	90%	74%	42%	1%
Saudi Arabia	79%	66%	66%	56%	20%	5%
Sweden	81%	83%	85%	84%	16%	3%
United States	79%	92%	91%	87%	16%	2%

# Connectivity & Devices: Youth

*Number of youth with bank accounts varies much more by country than adults*

	I have a smartphone	I have internet access at home	I have a computer	I have a bank account	I have a mobile phone that is NOT a smartphone	None of these
<b>Total</b>	63%	63%	55%	31%	12%	21%
Australia	82%	90%	77%	70%	6%	0%
Brazil	84%	90%	82%	32%	12%	1%
China	88%	85%	77%	36%	6%	1%
France	81%	89%	72%	49%	12%	1%
Germany	91%	88%	73%	57%	7%	0%
Great Britain	92%	92%	76%	63%	4%	0%
India	44%	16%	10%	30%	14%	33%
Indonesia	92%	80%	76%	45%	12%	1%
Kenya	9%	13%	1%	2%	13%	73%
Mexico	83%	94%	88%	14%	12%	1%
Nigeria	18%	9%	7%	6%	19%	60%
Russia	94%	97%	91%	21%	15%	0%
Saudi Arabia	70%	67%	65%	23%	12%	3%
Sweden	78%	75%	71%	67%	6%	10%
United States	87%	93%	83%	56%	7%	1%

# Social Media Use: Adults

*Facebook is the dominant social media platform among adults; widespread WhatsApp use in a few countries*

	Facebook	YouTube	WhatsApp	Instagram	Twitter	LinkedIn	Snapchat	WeChat	Weibo	None of these
<b>Total</b>	65%	50%	48%	32%	25%	14%	12%	6%	4%	14%
Australia	78%	51%	19%	32%	19%	21%	16%	-	-	12%
Brazil	87%	79%	88%	55%	30%	28%	9%	-	-	2%
China	-	-	13%	-	-	10%	-	95%	62%	1%
France	71%	43%	22%	22%	20%	9%	19%	-	-	18%
Germany	62%	53%	65%	22%	19%	8%	8%	-	-	11%
Great Britain	71%	48%	44%	27%	32%	17%	14%	-	-	13%
India	53%	42%	63%	14%	14%	2%	6%	-	-	31%
Indonesia	85%	73%	85%	64%	46%	25%	9%	-	-	2%
Kenya	42%	13%	39%	13%	10%	1%	2%	-	-	53%
Mexico	92%	80%	88%	39%	39%	19%	11%	-	-	1%
Nigeria	62%	16%	55%	23%	13%	2%	6%	-	-	35%
Russia	56%	75%	58%	41%	27%	5%	2%	-	-	7%
Saudi Arabia	68%	65%	69%	48%	51%	23%	33%	-	-	6%
Sweden	69%	60%	20%	46%	22%	17%	23%	-	-	11%
United States	79%	53%	9%	34%	32%	20%	19%	-	-	12%

# Social Media Use: Youth

*Overall, youth social media use is spread across more platforms, with YouTube and Instagram more prevalent*

	Facebook	YouTube	WhatsApp	Instagram	Twitter	LinkedIn	Snapchat	WeChat	Weibo	None of these
<b>Total</b>	52%	50%	44%	39%	23%	5%	25%	5%	3%	26%
Australia	56%	65%	22%	55%	24%	4%	45%	-	-	10%
Brazil	92%	89%	90%	67%	41%	12%	31%	-	-	1%
China	-	-	13%	-	-	9%	-	95%	59%	4%
France	59%	59%	25%	43%	23%	3%	55%	-	-	10%
Germany	58%	69%	83%	45%	23%	7%	34%	-	-	2%
Great Britain	55%	67%	57%	53%	32%	5%	53%	-	-	4%
India	38%	30%	49%	9%	8%	1%	3%	-	-	45%
Indonesia	86%	81%	90%	74%	46%	9%	15%	-	-	0%
Kenya	14%	3%	10%	1%	1%	-	0%	-	-	83%
Mexico	89%	80%	86%	53%	41%	6%	35%	-	-	2%
Nigeria	32%	5%	20%	8%	4%	1%	4%	-	-	66%
Russia	49%	83%	64%	53%	32%	2%	6%	-	-	3%
Saudi Arabia	66%	68%	61%	52%	42%	11%	36%	-	-	5%
Sweden	52%	74%	24%	67%	25%	7%	66%	-	-	11%
United States	60%	72%	25%	62%	36%	10%	53%	-	-	8%

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We believe that our work is important. Security, simplicity, speed, and substance apply to everything we do.

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