



UN 75th Anniversary

Primary Survey

Prepared by Edelman Intelligence
August 2020



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Section 1

Objectives & Methodology



OUR OBJECTIVES

To support the United Nations 75th Anniversary global dialogues initiative and research program by:

- Gauging awareness and attitudes towards the United Nations at what their role could be in addressing the current issues facing the world.
- Understanding what individuals perceive as the current issues facing the world today and how these might differ in the future.
- Determining the extent to which individuals believe countries should work together to address particular global issues.

OUR APPROACH

Edelman Intelligence conducted a 15-minute online survey in 29 countries and a 20-minute telephone-assisted survey in 7 countries.

A total of 35,777 individuals were surveyed across the 36 countries.

Individuals were screened for the survey based on a nationally or online representative sample based on their age, gender, education level, income level and region.

Surveys were conducted in the preferred local language in each country.

Individuals were surveyed between 16th June 2020 – 20th July 2020.

DETAILS OF METHODOLOGY 1/2

A total of 35,777 individuals were surveyed across 36 countries.

COUNTRY	TOTAL SURVEYED	METHOD	REPRESENTATION
Angola	1,000	Telephone	National
Argentina	1,000	Online	National
Bangladesh	1,002	Telephone	National
Brazil	1,002	Online	National
Cameroon	1,000	Telephone	National
Chile	1,001	Online	National
China	1,001	Online	National
Colombia	1,003	Online	National
Dominican Republic	1,001	Telephone	National
Egypt	1,000	Online	Online
Gabon	1,000	Telephone	National
Hungary	1,000	Online	National
India	1,000	Online	National
Indonesia	1,002	Online	National
Israel	1,002	Online	Online
Kenya	1,000	Online	Online
Lebanon*	504	Online	Online
Malaysia	1,004	Online	National

COUNTRY	TOTAL SURVEYED	METHOD	REPRESENTATION
Mexico*	1,233	Online	National
Morocco	1,000	Online	Online
Nigeria	1,001	Online	Online
Norway	1,001	Online	National
Pakistan	1,003	Online	Online
Poland	1,000	Online	National
Portugal	1,001	Online	National
Russia	1,001	Online	Online
Saudi Arabia	1,000	Online	Online
Senegal	1,000	Telephone	National
Singapore	1,001	Online	National
South Africa	1,000	Online	National
Tanzania	1,000	Online	Online
Turkey	1,000	Online	National
United Arab Emirates	1,007	Online	National
Ukraine	1,006	Online	Online
Uzbekistan	1,000	Telephone	National
Vietnam	1,001	Online	Online

Representation: 24 countries were sampled using national representation, i.e. representative of the demographic make up in that country, and the further 12 countries were sampled using online representation, i.e. representative of those that have access to the internet.

**Note:*
 Lebanon: Reduced sample size due to political difficulties in the country at the time of surveying limiting the number of individuals available to take part.
 Mexico: Additional respondents took part in the survey due to over-sampling. Survey data was weighted down to 1,000 to be in line with other countries.

DETAILS OF METHODOLOGY 2/2

The global data was further analysed on the following groupings:

Regions:

NORTHERN AFRICA & Western Asia	SUB-SAHARAN AFRICA	LATIN AMERICA & CARIBBEAN	EASTERN & SOUTH-EASTERN ASIA	CENTRAL & SOUTHERN ASIA	EUROPE
Egypt	Angola	Argentina	China	Bangladesh	Hungary
Israel	Cameroon	Brazil	Indonesia	India	Norway
Lebanon	Gabon	Chile	Malaysia	Pakistan	Poland
Morocco	Kenya	Colombia	Singapore	Uzbekistan	Portugal
Saudi Arabia	Nigeria	Dominican Republic	Vietnam		Russia
Turkey	Senegal	Mexico			Ukraine
United Arab Emirates	South Africa				
	Tanzania				

Gross National Income

HIGH GNI	UPPER MIDDLE GNI	LOWER MIDDLE GNI
Chile	Turkey	Angola
Czech Republic	Argentina	Bangladesh
Hungary	Brazil	Cameroon
Israel	China	Egypt
Norway	Colombia	India
Poland	Dominican Republic	Kenya
Portugal	Gabon	Morocco
Saudi Arabia	Indonesia	Nigeria
Singapore	Malaysia	Pakistan
United Arab Emirates	Mexico	Senegal
	Russia	Tanzania
	South Africa	Ukraine
		Uzbekistan
		Vietnam

Demographic

GENDER	AGE	EDUCATION LEVEL	INCOME LEVEL*
Male	18-30 years	Primary school or below	High
Female	31-45 years	Finished secondary school	Medium
	46-60 years	Beyond secondary school	Low
	61 years+		

*Note: Income level was determined based on the average of all respondents surveyed in each country.

Section 2

Executive Summary



EXECUTIVE SUMMARY: *PERCEPTIONS OF THE UN*

- Currently, **awareness of who the UN is sits higher than other similar organizations**, e.g. ILO, WTO, etc.
- However, **high awareness is not directly translating into knowledge** about the organization, with awareness of individual UN entities and of the Secretary General being lower.
- Further, those who have higher knowledge of the organization also belong to a more affluent and educated population group. **There is a need to increase knowledge of the UN amongst broader populations.**
- **Increasing knowledge about the organization is important.**
- **Firstly, it correlates to an increase in Trust.** Currently Trust in the UN is not as high as it could be and lags behind that for Governments & NGOs.
- **Secondly, those with higher knowledge also have more positive perceptions of the UN's role** on a global as well as local scale: They are more likely to say that the UN is doing a lot to not only make the world a better place but also helping people like them.

EXECUTIVE SUMMARY: *GLOBAL ISSUES & IMPACT OF COVID-19*

- **COVID-19 has presented the UN with an opportunity to change perceptions:** the organization is now seen as even more important in tackling global issues than pre-pandemic and people want to see more cooperation between countries to work together in the future and address the issues they care about.
- However, **what these key global issues are has also changed because of the pandemic.** Unsurprisingly, issues which are directly impacted by COVID-19 such as health and employment concerns are now at the fore, while other issues, namely worries about the environment and human rights have been pushed down the list.
- **Beyond COVID-19, there is global consensus on what some of the key issues are:** namely settling conflicts, poverty and health issues. Further, even in more affluent countries, tackling poverty is seen as one of the biggest global issues to address.
- However, there are nuances at play across countries. **Across regions, people are more likely to show concern for issues directly impacting their locale** e.g. conflict being more of an issue in Northern & Western Asia. Country affluence has a role to play too in what issues are deemed most critical. Countries of low affluence present more issues with satisfying their basic living needs, while high affluence countries have more space to take concern in wider global issues such as human rights and climate change.

EXECUTIVE SUMMARY: *THE ROLE OF THE UN*

- People want to see change in the world and they **see the UN as having an important role to play in addressing their concerns.**
- Whilst there is global consensus that **COVID-19 is the key issue the UN should be focusing on right now, beyond this there is less regional agreement** on what this looks like.
- Again, **country affluence plays a role.** Low affluence countries want more of a focus on addressing basic needs including poverty, healthcare and education. While global scale issues such as human rights and climate change are more of a priority focus for high affluence countries.
- Further, whilst there is an ask and an opportunity for the UN to **tackle the issue of health in the short-term, other issues are seen as more dire in the long-term and should therefore form part of a longer-term strategy**, including environmental issues, confronting conflicts, poverty and human rights issues e.g. tackling government corruption.



Section 3

Perceptions of the UN



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Whilst levels of awareness of the UN overall are high, awareness of specific UN entities and the Secretary General are fairly low.

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OVERALL AWARENESS OF THE UN IS CURRENTLY HIGH IN COMPARISON TO OTHER SIMILAR ORGANIZATIONS

% aware of the following organisations:

94%
aware

T



81%
aware

T



71%
aware

T



71%
aware

T





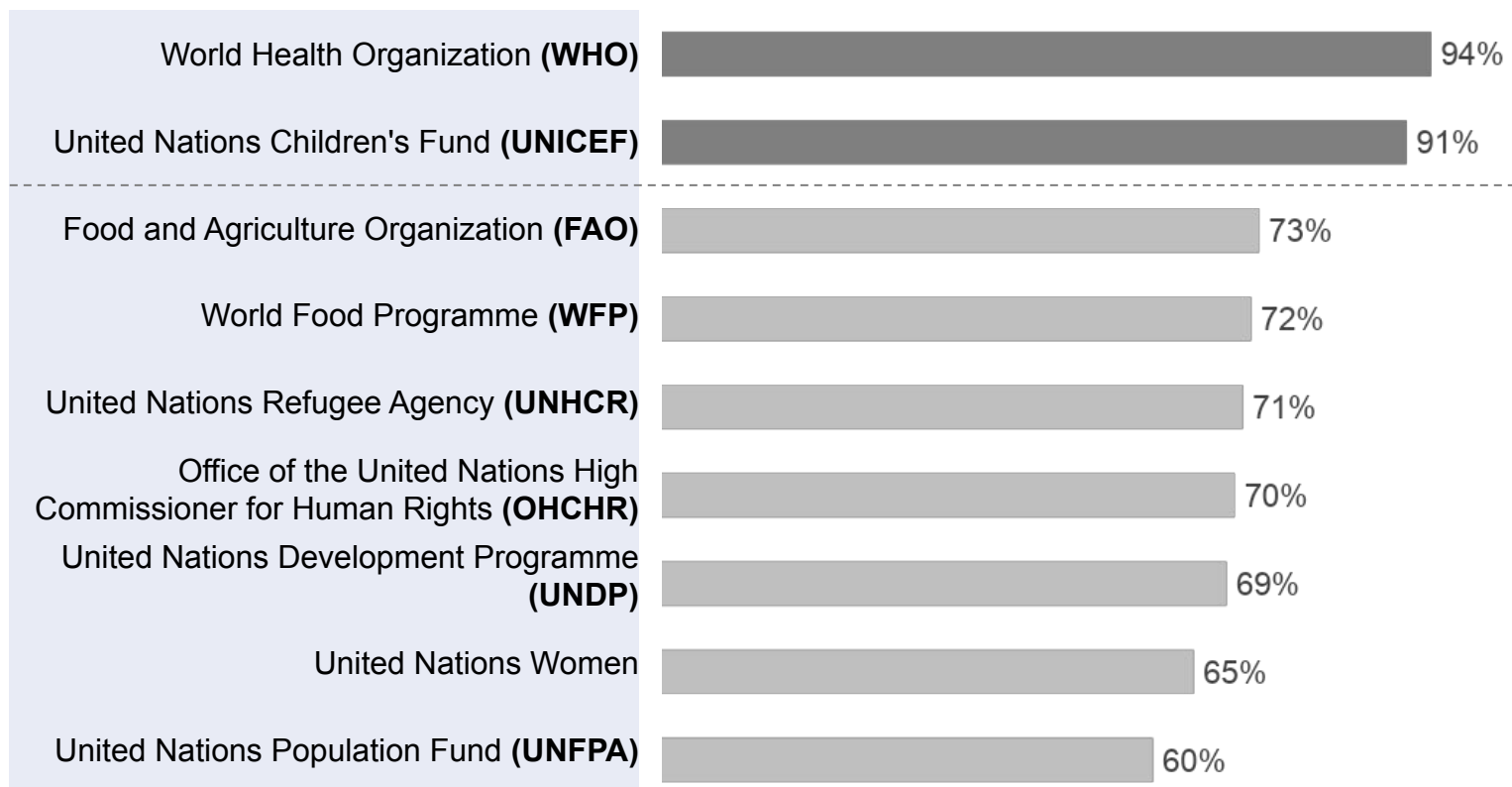
HOWEVER, AWARENESS DIPS WHEN LOOKING AT OTHER UN ENTITIES ASIDE FROM THE WHO AND UNICEF

% aware of the following organisations:

94%

aware

T

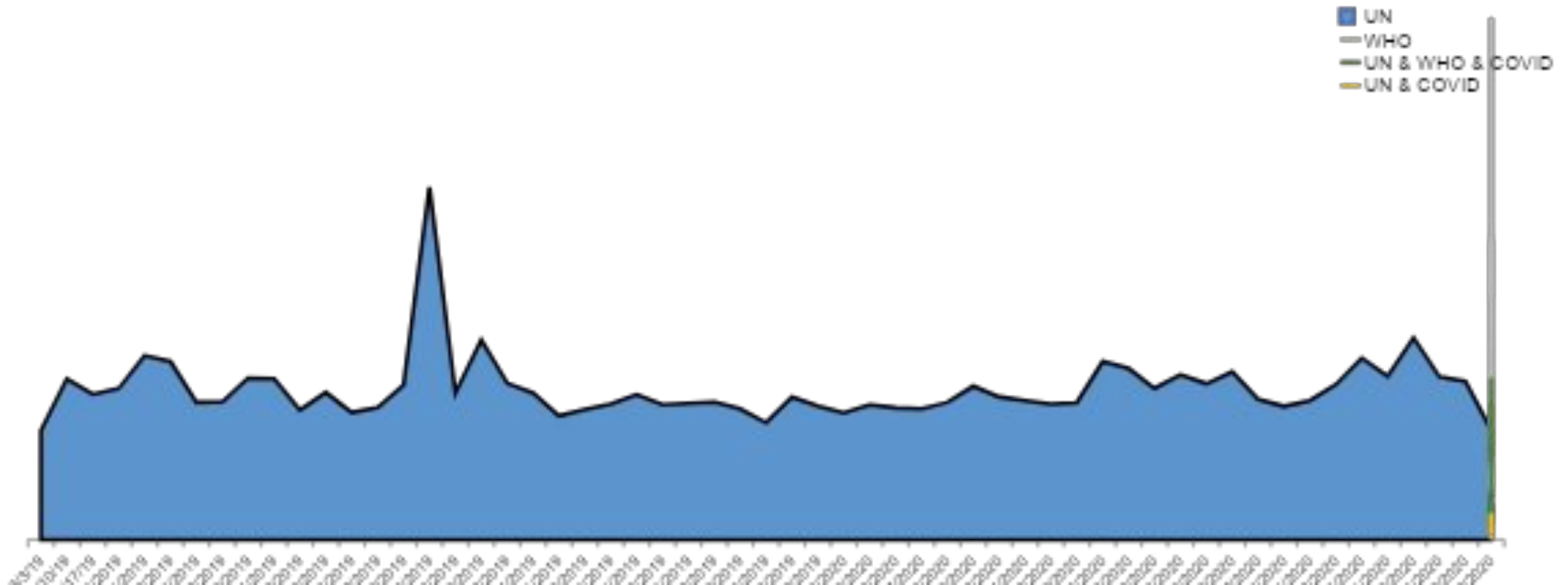


HIGH AWARENESS OF THE WHO COULD BE DRIVEN BY AN INCREASE IN RECENT MEDIA COVERAGE DUE TO COVID-19



Mentions over time of UN, WHO, UN & WHO & COVID, UN & COVID only

Secondary research





AWARENESS OF THE SECRETARY GENERAL IS ALSO LOW WITH 7 IN 10 NOT KNOWING HIS NAME. LOW MEDIA COVERAGE COULD BE A CONTRIBUTORY FACTOR

Secondary research

69%

Don't know the name of the SG of the UN



■ Yes ■ No ■ Not sure

<1%

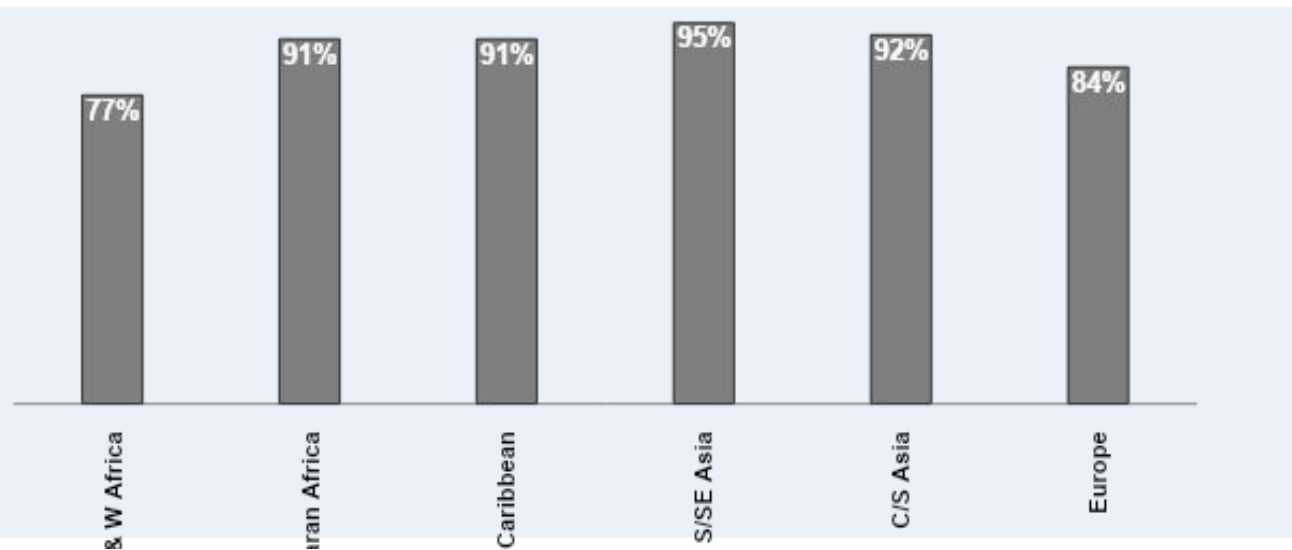
of UN media mentions reference '**Antonio Guterres**'



THERE IS A NEED TO INCREASE AWARENESS OF THE SECRETARY GENERAL AS THERE IS AGREEMENT ON THE IMPORTANCE OF HIS ROLE

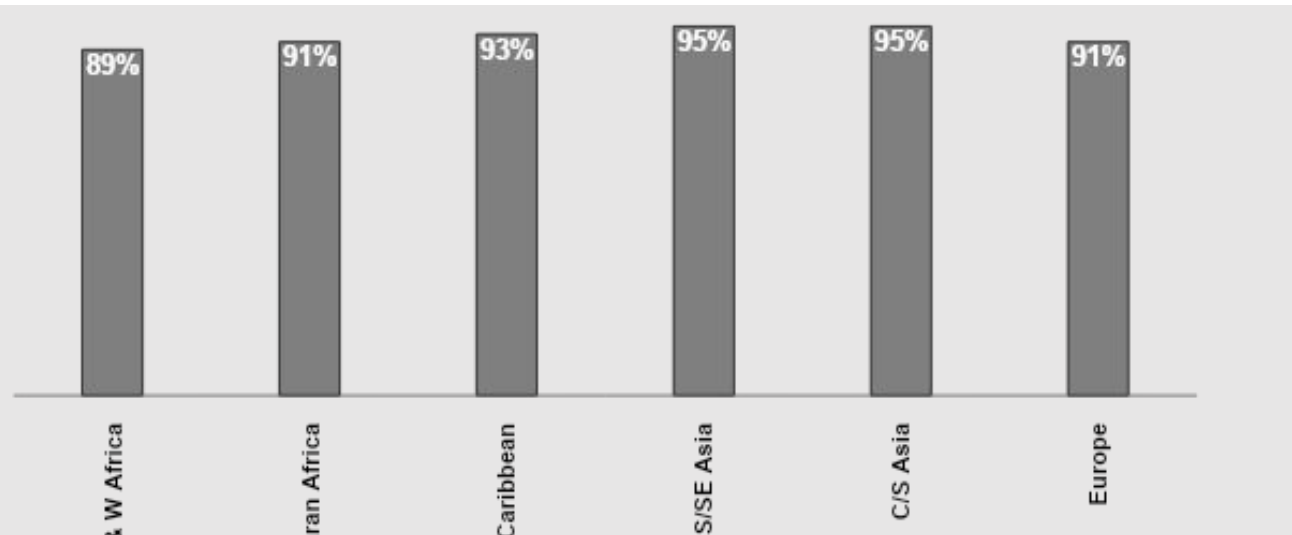
88%

Agree the Secretary General plays an important role in addressing global affairs at the moment



92%

Agree the Secretary General should play a greater role



⊥

Further, awareness does not necessarily equate to knowledge.

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OF THOSE AWARE OF THE UN, OVER 1 IN 10 HAVE NO KNOWLEDGE OF WHAT THE ORGANIZATION DOES AND 3 IN 10 ONLY KNOW A LITTLE

58%

Know a lot or a fair amount about the UN

High knowledge

30%

Know a little bit about the UN

12%

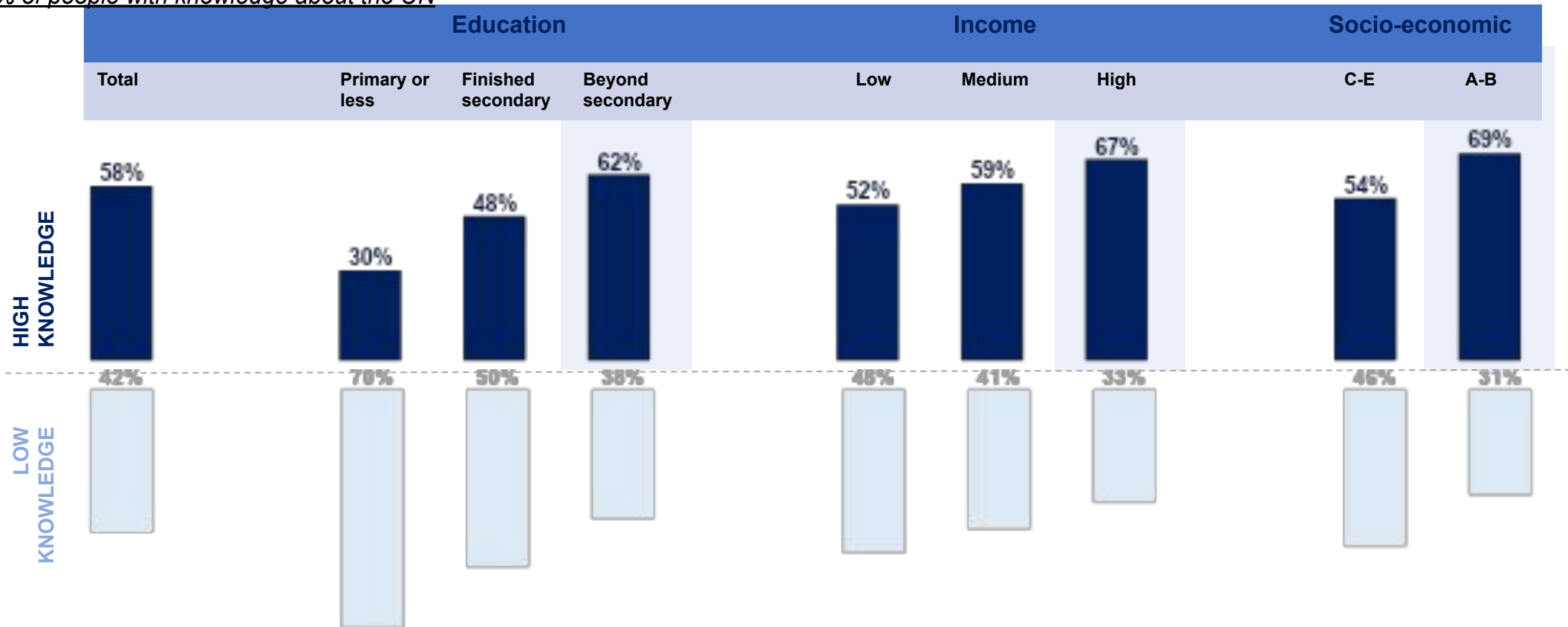
Are aware of the UN but do not know anything about it

Low knowledge



FURTHER, THOSE WHO ARE MORE KNOWLEDGEABLE ARE LIKELY TO BE FROM MORE AFFLUENT AND EDUCATED GROUPS

% of people with knowledge about the UN



There is a need to increase knowledge amongst broader populations.

⊥

Increasing knowledge of what the UN does is important because it has an impact on levels of Trust in the organization.

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CURRENTLY TRUST IN THE UN LAGS BEHIND COMPARABLE INSTITUTIONS: THE GOVERNMENT AND NGOS

% of people saying they trust the UN to do the right thing

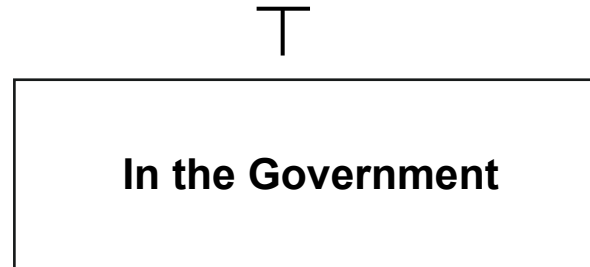
40%
high trust



UN Survey July 2020

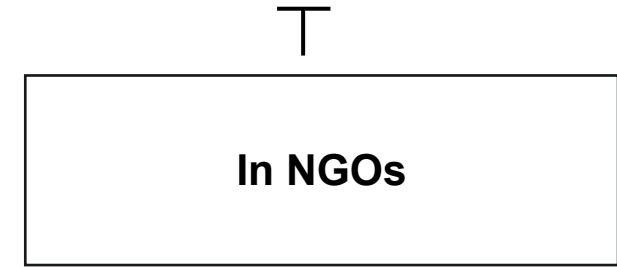
% of people saying they trust the UN government / NGOs to do the right thing

63%
high trust



Edelman Trust Barometer Spring Update May 2020

63%
high trust

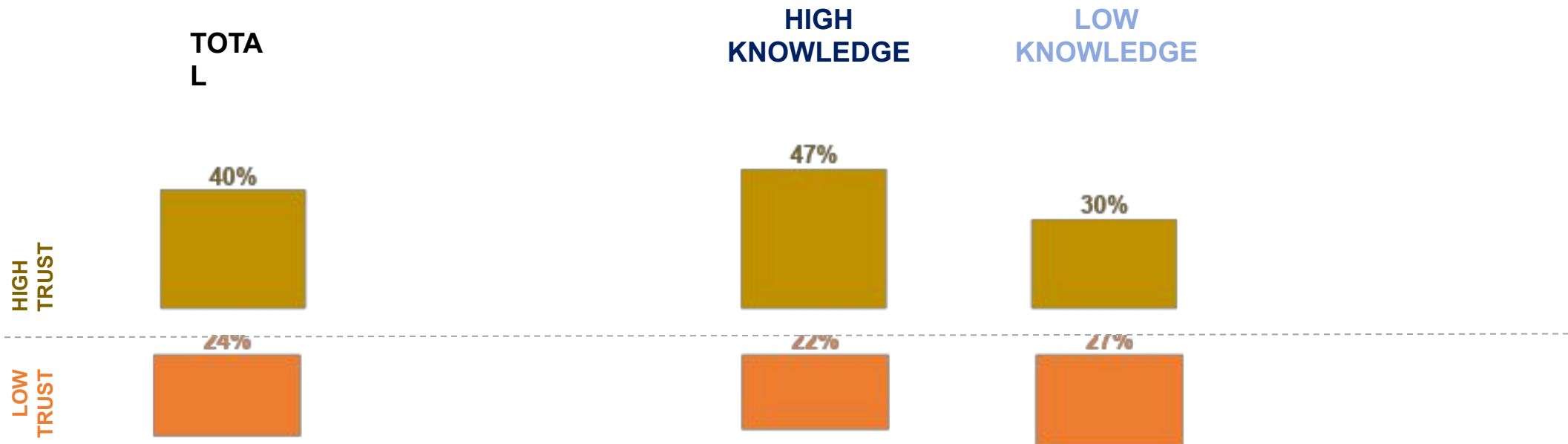


Trust research



INCREASING KNOWLEDGE OF THE UN IS IMPORTANT, AS HIGH KNOWLEDGE OF THE ORGANIZATION LEADS TO GREATER TRUST

% of people saying they trust the UN to do the right thing



INCREASED KNOWLEDGE DOESN'T JUST POSITIVELY IMPACT OVERALL TRUST, BUT ALSO THE ATTRIBUTES THAT CONTRIBUTE TO THIS



% of people agreeing on the following:

Ability
"Is good at what they do"

Integrity
"Provides reliable information"

Dependability
"Keeps its promises"

Purpose
"Is trying hard to have a positive impact on society"

High
knowledge

41%

42%

36%

48%

Low
knowledge

27%

27%

23%

32%

⊥

Perceptions of the UN could also be improved: whilst its potential is recognized, people are not necessarily seeing the impact of the organization in their own lives.

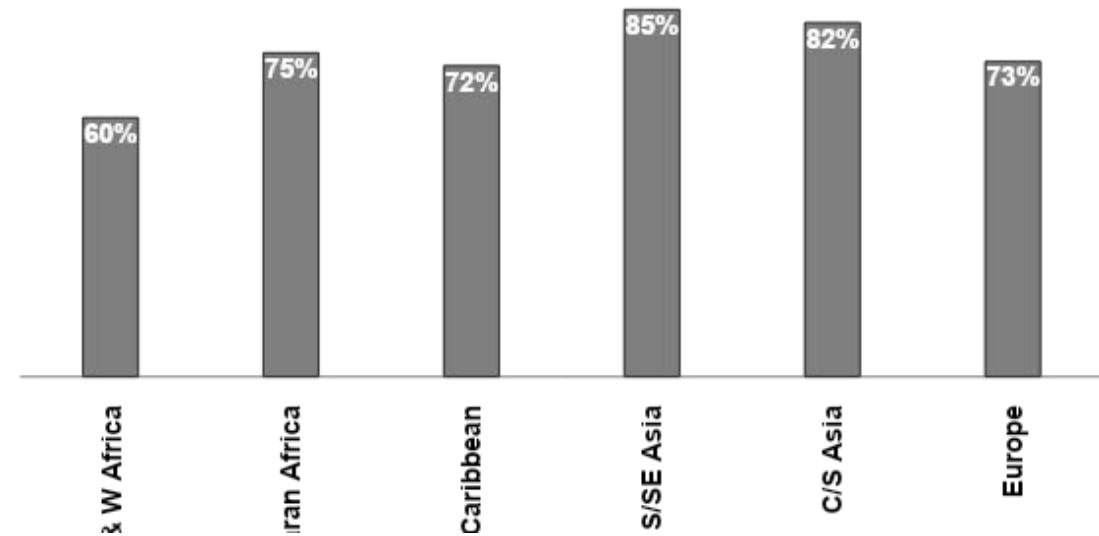
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THREE-QUARTERS SEE THE UN AS AN ESSENTIAL ORGANIZATION IN HELPING TACKLE SOME OF THE BIGGEST ISSUES THE WORLD FACES TODAY



Agree that the **UN** is an essential organization for helping **tackle the biggest issues** the world faces today.

74%

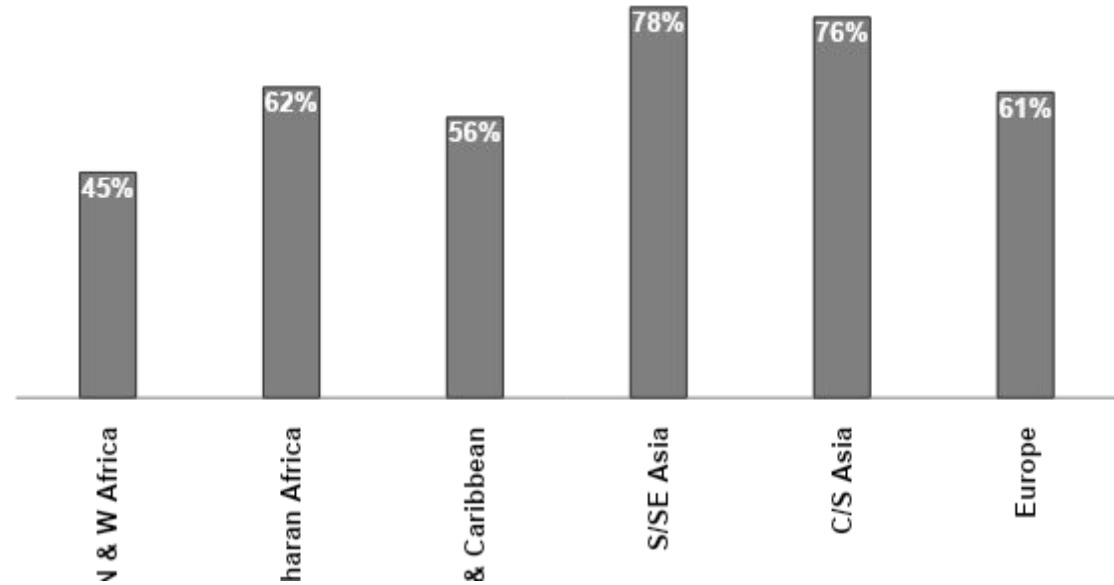


BUT JUST 6 IN 10 BELIEVE THE UN HAS MADE THE WORLD A BETTER PLACE



Agree that the UN has made the **world a better place**

⊥
62%



AND EVEN FEWER SEE THE POSITIVE IMPACT THE ORGANIZATION IS HAVING ON THEIR COUNTRY OR THEM PERSONALLY



% who agree with the following statements

	N & W Africa	Sub-Saharan Africa	LATAM & Caribbean	S/SE Asia	C/S Asia	Europe
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50% — Has improved the lives of **people in my country**

35% 54% 42% 68% 71% 41%

40% — Has improved the lives of **people I know personally**

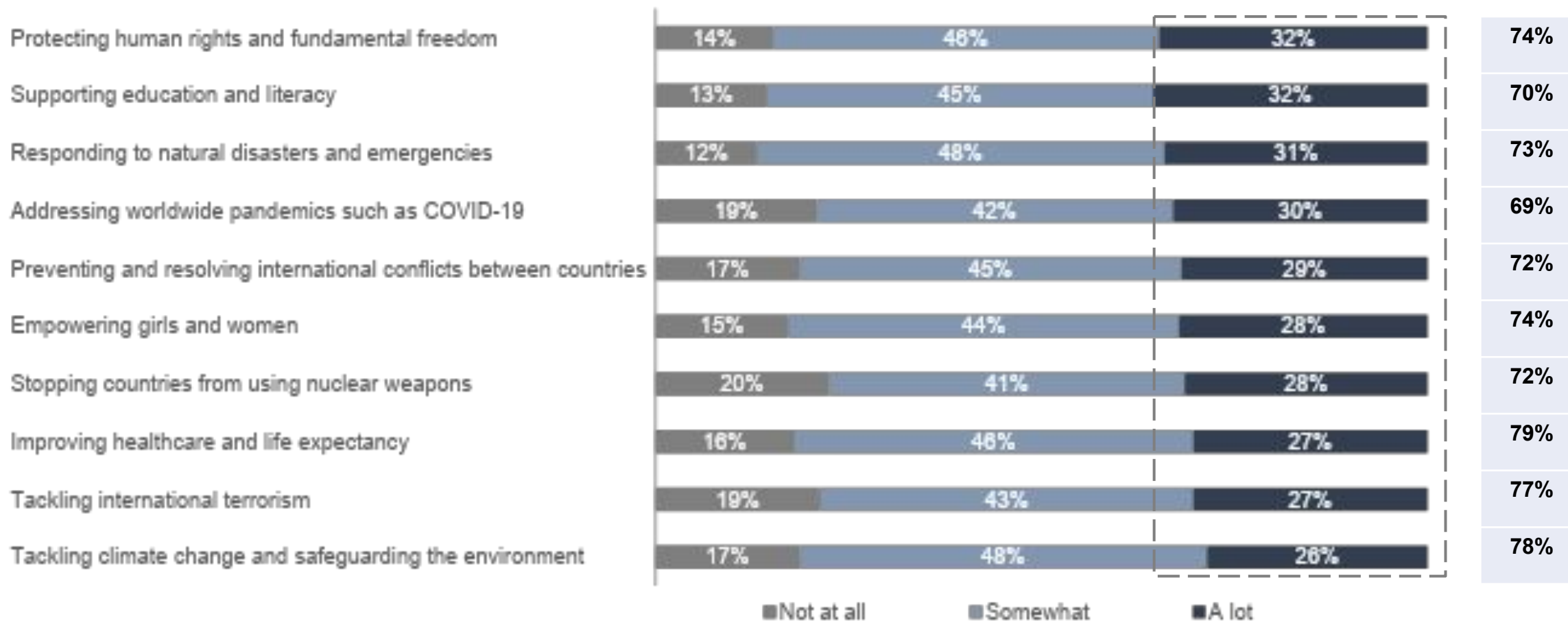
32% 39% 32% 61% 53% 29%



FURTHER, LESS THAN A THIRD BELIEVE THE ORGANIZATION IS DOING 'A LOT' IN ANY AREA

% saying the UN is succeeding a lot/somewhat/not at all in tackling / addressing the following [top 10 shown]

The UN is addressing the issue in some way

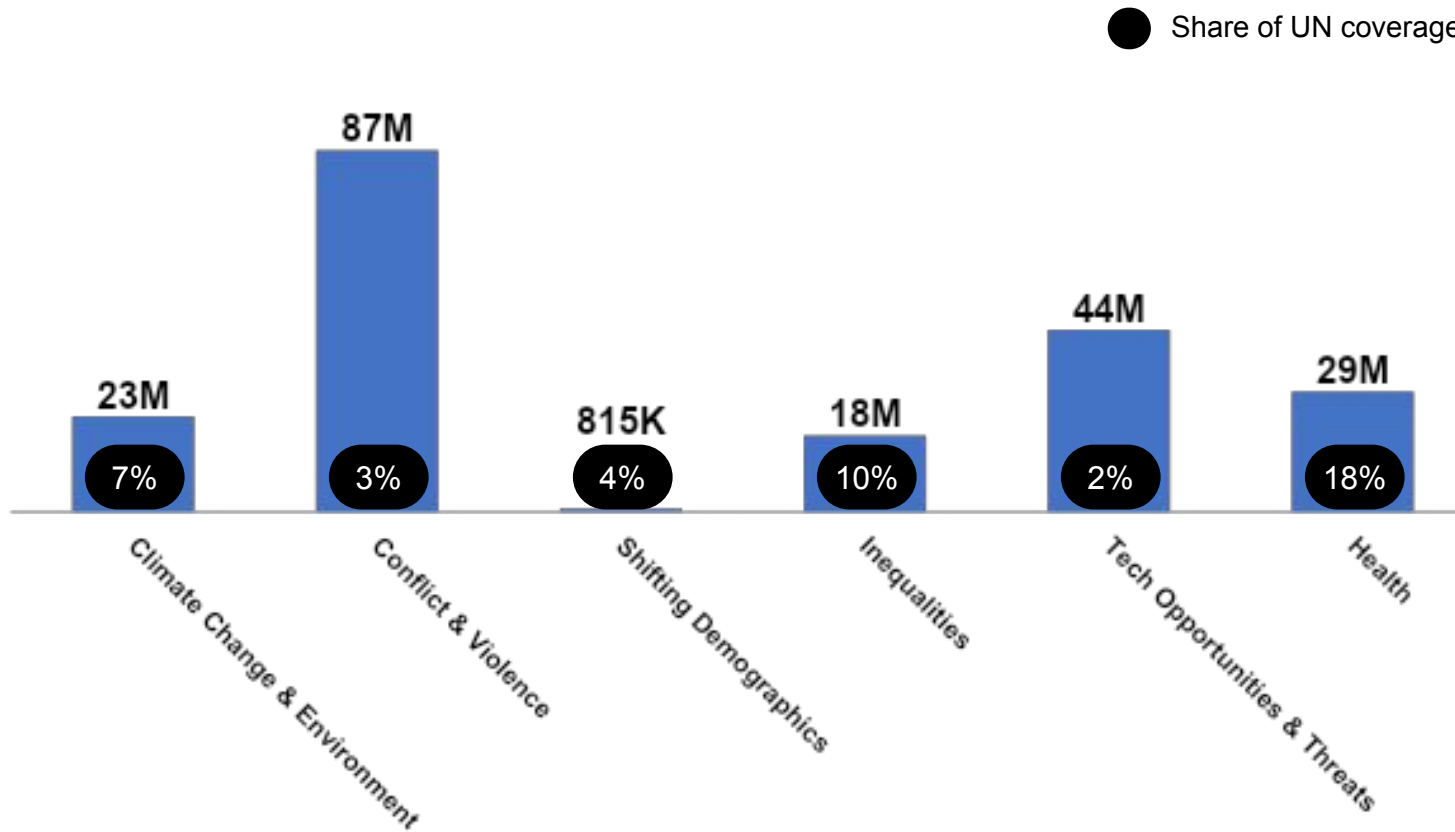


THE LACK OF MEDIA COVERAGE THAT THE UN HAS IN RELATION TO KEY GLOBAL ISSUES COULD BE A CONTRIBUTING FACTOR TO THIS



Secondary research

Total Mentions of Global Issues



5%

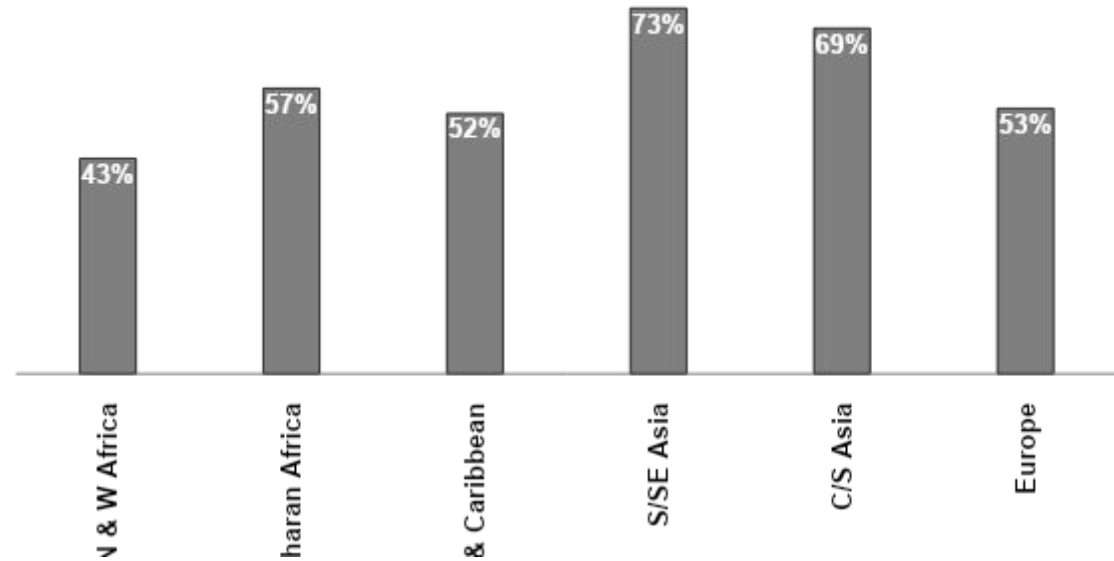
UN coverage across the key global issues

THERE IS AN OPPORTUNITY TO IMPROVE PERCEPTIONS OF THE UN: CURRENTLY LESS THAN 6 IN 10 SEE IT AS TRANSPARENT



Agree that the UN is a transparent organization

⊥
57%

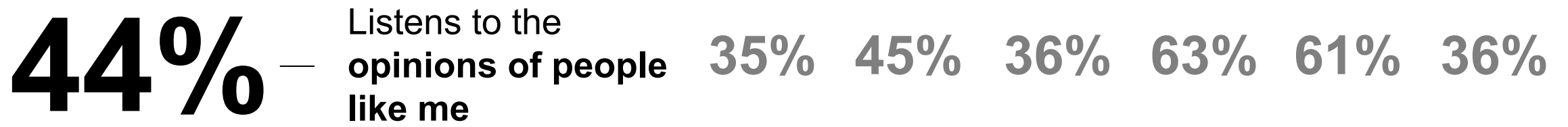
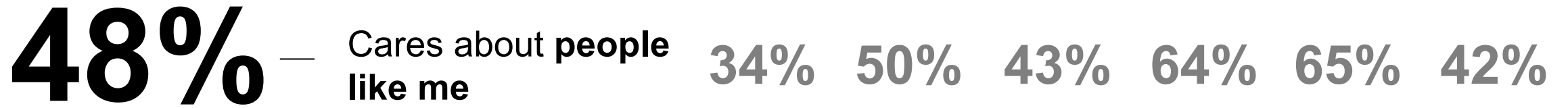


SIMILARLY, THERE IS A NEED TO IMPROVE PERCEPTIONS OF THE UN AS ATTENTIVE OR CARING, WITH LESS THAN HALF SEEING IT AS AN ORGANIZATION THAT CARES ABOUT OR LISTENS TO THEM



% who agree with the following statements

N & W Africa	Sub-Saharan Africa	LATAM & Caribbean	S/SE Asia	C/S Asia	Europe
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⊥

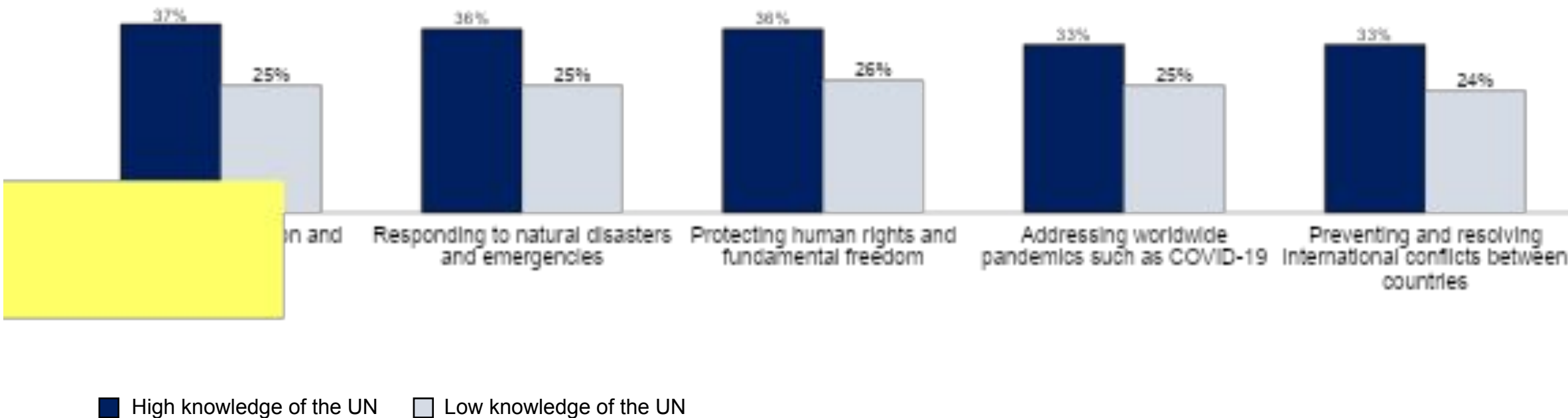
Encouragingly, increased knowledge of what the UN does is also likely to positively impact perceptions of the organization.

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THOSE WITH GREATER KNOWLEDGE OF THE UN SEE THE ORGANIZATION AS MORE SUCCESSFUL IN TACKLING GLOBAL ISSUES

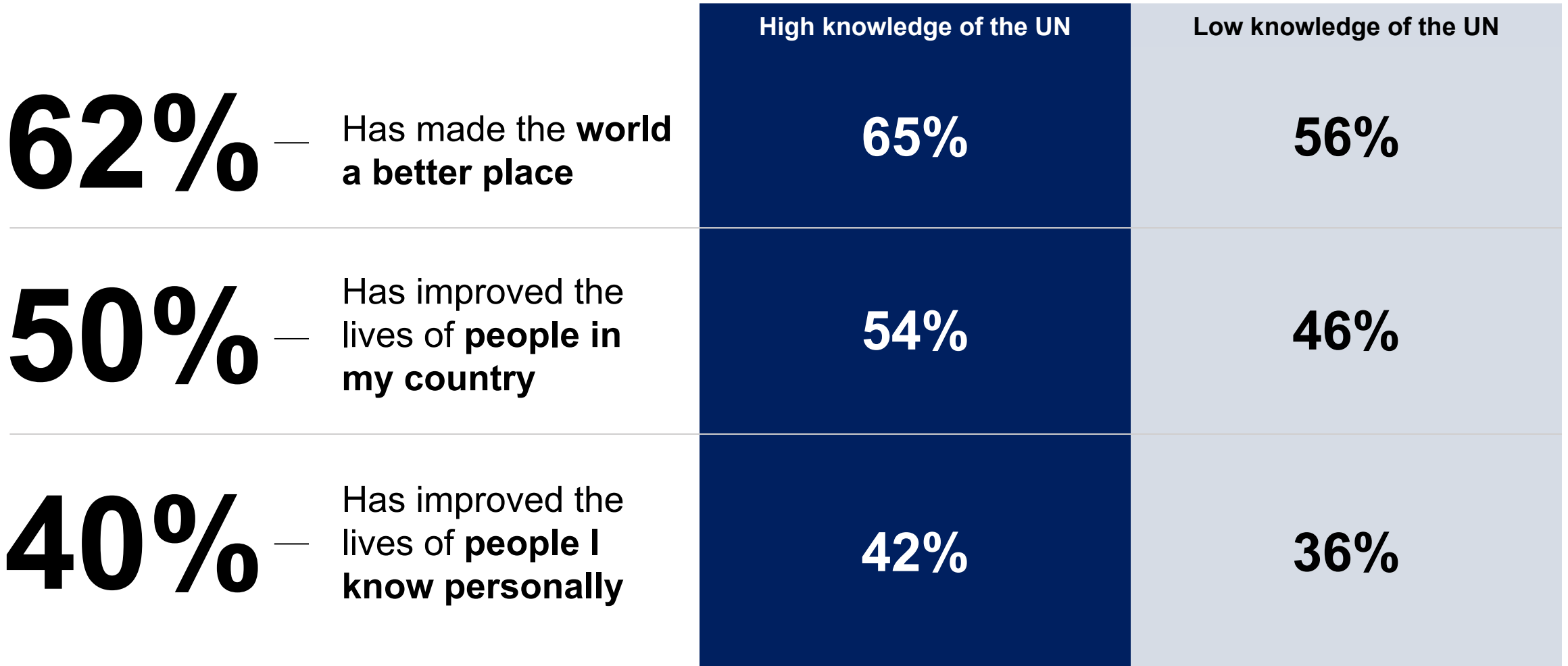
% saying the UN is succeeding 'A LOT' in tackling / addressing the following [top 5 shown]



FURTHER, THEY RECOGNIZE MORE THE POSITIVE IMPACT THE UN IS HAVING ON THE WORLD AND IN IMPROVING THEIR COMMUNITY



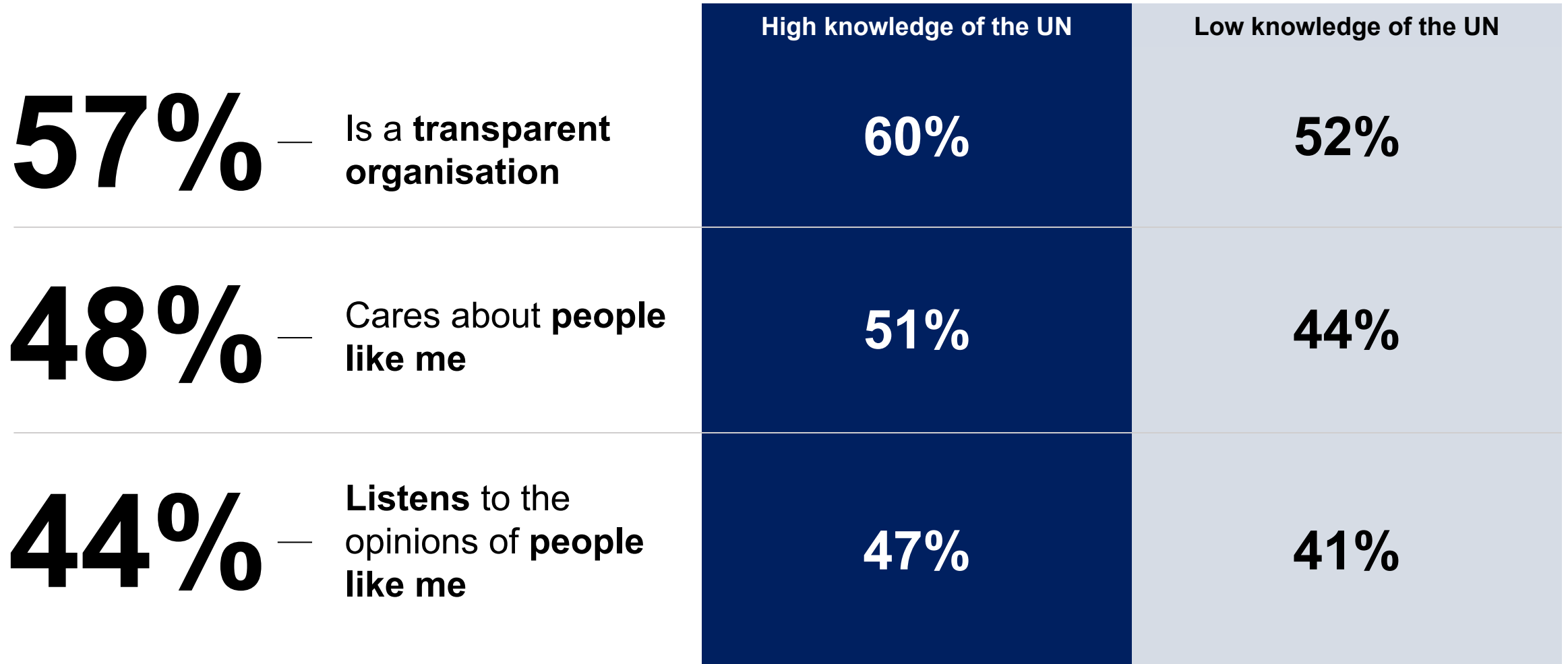
% who agree with the following statements



BEYOND THAT, THEY ARE ALSO MORE LIKELY TO SEE THE UN AS A TRANSPARENT ORGANIZATION THAT CARES AND LISTENS TO THEM



% who agree with the following statements





Section 4

Global Issues & the Impact of COVID-19



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COVID-19 has presented an opportunity for the UN: the organization's role is now seen as more important in addressing global issues.

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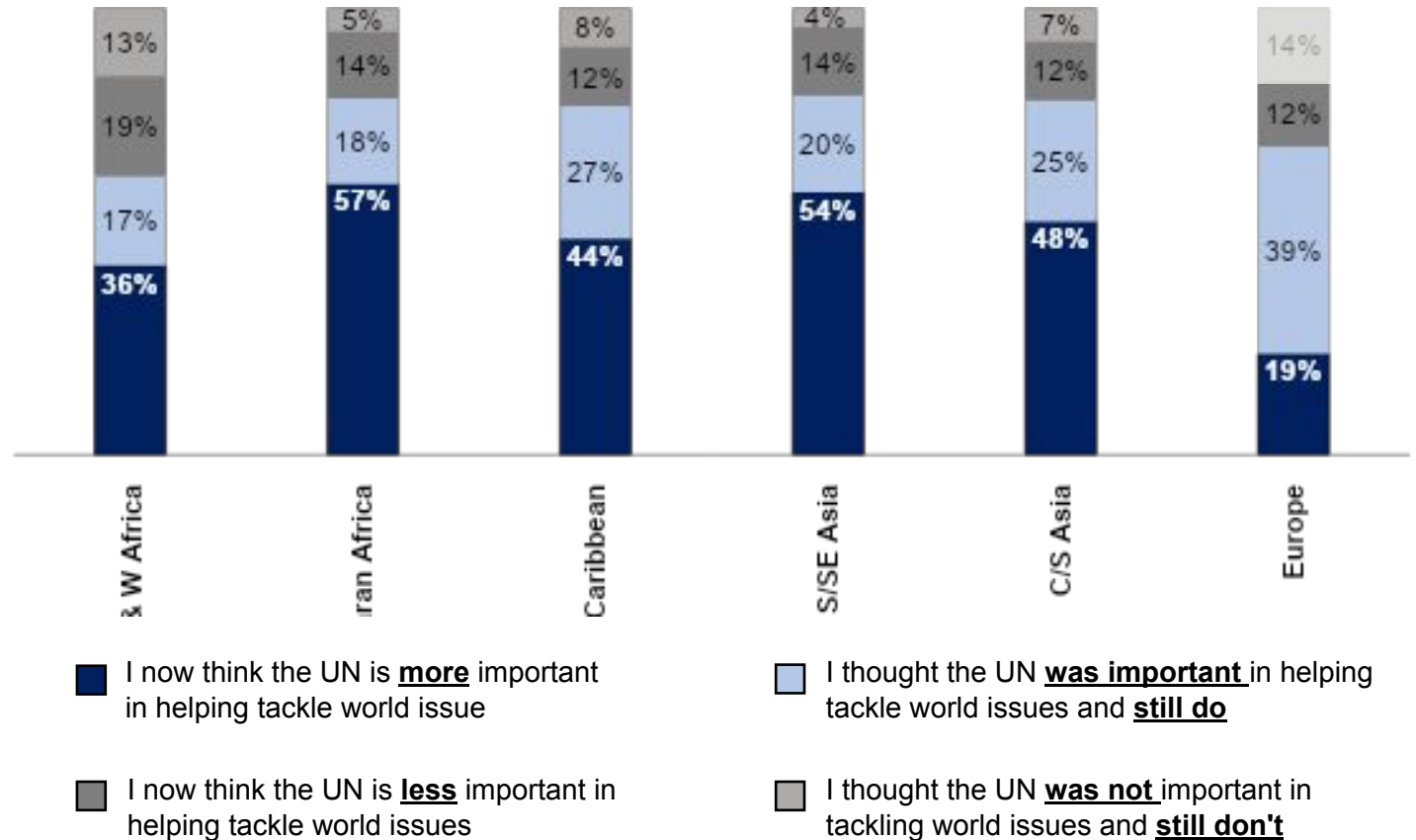
COVID-19 PRESENTS AN OPPORTUNITY FOR THE UN TO BE MORE VISIBLE ON ADDRESSING KEY GLOBAL ISSUES

Has COVID-19 impacted how important you consider the role of the United Nations to be in tackling world issues?

43%
agree

T

that the UN is more important in helping tackle world issues since the pandemic





HOWEVER, IT HAS ALSO IMPACTED WHAT PEOPLE PERCEIVE THESE ISSUES TO BE, WITH THE PANDEMIC SEEN AS THE TOP PRIORITY ACROSS ALL REGIONS

Ranking of biggest issues in the world today

1ST

Pandemics such as COVID-19

2ND

Poverty and improving living standards

3RD

Climate change and other threats

<i>Region</i>	<i>1st ranking</i>	<i>2nd ranking</i>	<i>3rd ranking</i>
N & W Africa	COVID-19	Poverty	Terrorism
Sub-Saharan Africa	COVID-19	Poverty	Unemployment
LATAM & Caribbean	COVID-19	Poverty	Climate change
S/SE Asia	COVID-19	Climate change	Conflict between countries
C/S Asia	COVID-19	Unemployment	Terrorism
Europe	COVID-19	Poverty	Climate change



THIS GOES BEYOND THE SHORT TERM: THE PANDEMIC HAS ALSO CAUSED LONGER TERM SHIFTS IN PRIORITIES ABOUT GLOBAL ISSUES

Since March, priorities for the future have shifted for there to now be a **greater focus on healthcare and employment**, pushing **environmental protection down the list**.

In 2045, what three things would you most want to see?

UN 1-minute survey, March 2020:

1ST

Environmental protection
(51%)

2ND

Respect for human rights
(40%)

3RD

Less conflict
(38%)

Edelman Intelligence survey, June-July 2020:

1ST

Better access to healthcare
(41%)

2ND

More employment opportunities
(36%)

3RD

Greater protection for the environment
(32%)

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COVID-19 has also created a greater call to action to tackle global issues.

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THERE HAS BEEN AN URGENT CALL FOR NGOS TO TAKE ACTION DURING THE PANDEMIC



Edelman Trust Barometer Spring Update May 2020

Trust research

Taking care of people who are suffering
pandemic-related financial hardships



38%

doing this well or very well

Raising money for pandemic relief efforts



41%

doing this well or very well

Coordinating local relief efforts getting food, healthcare services and financial support to the most vulnerable members of our community



43%

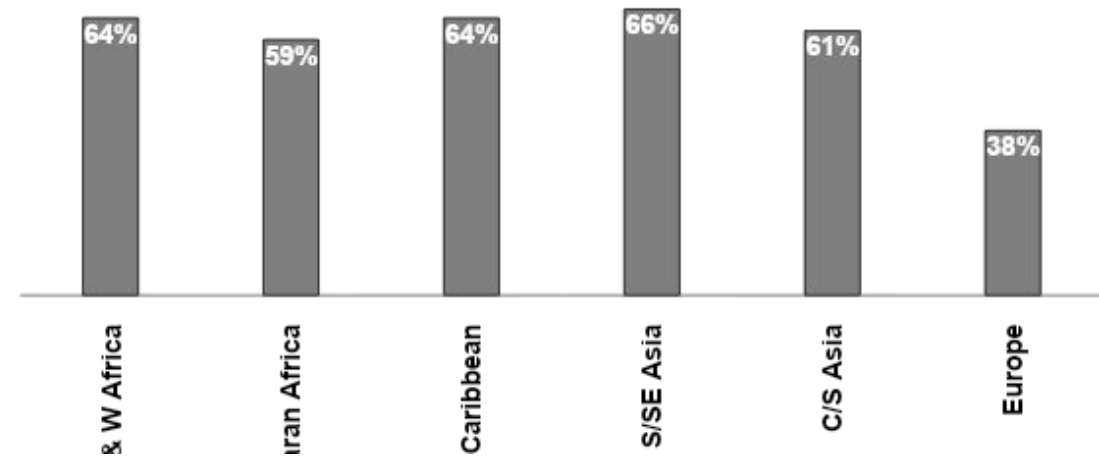
doing this well or very well

AND AFTER COVID-19, PEOPLE WANT MORE COOPERATION BETWEEN COUNTRIES TO ADDRESS THE ISSUES THEY CARE ABOUT



Are now more in favour of cooperation between countries since the pandemic.

⊥
58%



⊥

Whilst there is global consensus on the world's top issues that need tackling, priorities differ across countries based on what is immediately important to them locally and personally.

T



GLOBALLY THERE IS CONSENSUS THAT CREATING PEACE, AND ADDRESSING POVERTY AND HEALTH RISKS SHOULD BE

PRIORITIZED

Ranking of issues countries should work together to address

1ST

Peace between countries

2ND

Health risks

3RD

Terrorism

4TH

Poverty

5TH

Economic stability and growth

Region	1 st ranking	2 nd ranking	3 rd ranking	4 th ranking	5 th ranking
N & W Africa	Health risks	Poverty	Peace between countries	Economic stability and growth	Terrorism
Sub-Saharan Africa	Peace between countries	Health risks	Poverty	Economic stability and growth	Weapons control
LATAM & Caribbean	Peace between countries	Poverty	Health risks	Climate change	Terrorism
S/SE Asia	Peace between countries	Health risks	Economic stability and growth	Weapons control	Terrorism
C/S Asia	Peace between countries	Terrorism	Health risks	Economic stability and growth	Poverty
Europe	Peace between countries	Terrorism	Health risks	Weapons control	Organised crime



FURTHER, REGARDLESS OF HOW AFFLUENT A COUNTRY IS, BEYOND COVID-19, POVERTY IS AGREED UPON AS ONE OF THE BIGGEST GLOBAL ISSUES TO TACKLE

Ranking of biggest issues in the world today

	1 ST	2 ND	3 RD	4 TH	5 TH
High affluence	Pandemics such as COVID-19	Poverty and poor living standards	Climate change	International terrorism	Countries using nuclear weapons
Low affluence	Pandemics such as COVID-19	Poverty and poor living standards	Lack of job security / unemployment	Poor healthcare and low life expectancy	International terrorism

Country affluence has been determined by The World Bank's Gross National Income (GNI). High affluence countries are those with a High GNI. Low affluence countries are those with a Lower Middle GNI.

THIS COULD BE BECAUSE THE PANDEMIC HAS BROUGHT SOCIAL AND WEALTH INEQUALITY TO THE FOREFRONT



Edelman Trust Barometer Spring Update May 2020

Trust research

This pandemic has made me realize how big the gap in this country is between the rich and the working class, and that **something must be done to more fairly distribute our country's wealth and prosperity**

⊥
64%

Those with less education, less money and fewer resources are being unfairly burdened with most of the suffering, risk of illness, and need to sacrifice due to the pandemic

⊥
67%

BEYOND COVID-19 AND POVERTY HOWEVER, COUNTRY PRIORITIES BECOME MORE NUANCED



Ranking of biggest issues in the world today

Less affluent countries focus more on addressing **access to basic needs** and countries of **high affluence** are more concerned with **issues with longer term ramifications**, such as climate change and conflict.

	1 ST	2 ND	3 RD	4 TH	5 TH
High affluence	Pandemics such as COVID-19	Poverty and poor living standards	Climate change	International terrorism	Countries using nuclear weapons
Low affluence	Pandemics such as COVID-19	Poverty and poor living standards	Lack of job security / unemployment	Poor healthcare and low life expectancy	International terrorism

AND THESE NUANCES CAN BE SEEN REGIONALLY TOO



Ranking of biggest issues in the world today

1ST

Pandemics such as COVID-19

2ND

Poverty and improving living standards

3RD

Climate change and other threats

4TH

International terrorism

5TH

Lack of job security / Unemployment

Region	1 st ranking	2 nd ranking	3 rd ranking	4 th ranking	5 th ranking
N & W Africa	COVID-19	Poverty	Terrorism	Nuclear weapons	Conflict between countries
Sub-Saharan Africa	COVID-19	Poverty	Unemployment	Healthcare	Education
LATAM & Caribbean	COVID-19	Poverty	Climate change	Healthcare	Education
S/SE Asia	COVID-19	Climate change	Conflict between countries	Nuclear weapons	Natural disasters
C/S Asia	COVID-19	Unemployment	Poverty	Terrorism	Education
Europe	COVID-19	Poverty	Climate change	Conflict between countries	Terrorism

┆

Differing regional priorities also impact what issues people want the UN to focus on.

┆



WHILST THERE IS AGREEMENT AMONGST MOST THAT COVID-19 IS IMPORTANT FOR THE UN, BEYOND THAT, REGIONAL PRIORITIES DIFFER

1ST

Pandemics such as COVID-19

2ND

Poverty and improving living standards

3RD

Protecting human rights and fundamental freedom

4TH

Improving healthcare and life expectancy

5TH

Climate change and safeguarding the environment

Ranking of issues the UN should focus on in the next 10 years

Region	1 st ranking	2 nd ranking	3 rd ranking	4 th ranking	5 th ranking
N & W Africa	Human Rights	COVID-19	Terrorism	Poverty	Conflicts between countries
Sub-Saharan Africa	COVID-19	Healthcare	Poverty	Education	Human Rights
LATAM & Caribbean	COVID-19	Poverty	Climate change	Human Rights	Education
S/SE Asia	COVID-10	Conflicts between countries	Climate Change	Nuclear Weapons	Natural disasters
C/S Asia	COVID-19	Education	Healthcare	Poverty	Climate Change
Europe	Human Rights	Conflicts between countries	Nuclear weapons	Climate Change	Terrorism

Q19. Which three of these do you think the United Nations should be most focused on tackling over the next 10 years?

Base: All aware of the UN and think the UN is succeeding a lot/somewhat in addressing issues (31629), Northern & Western Asia (5189), Sub-Saharan Africa (7487), Latin America & Caribbean (5716), S/SE Asia (4531), C/S Asia (3448), Europe (5258)



AND IN FACT, COVID-19 COMES LOWER ON THE PRIORITY LIST FOR MORE AFFLUENT COUNTRIES

Ranking of issues the UN should focus on in the next 10 years

Low affluence countries want more of a focus on **addressing basic needs** including poverty, healthcare and education. While **global scale issues** such as human rights and climate change are more of a priority focus for **high affluence** countries.

1ST

2ND

3RD

4TH

5TH

High
affluence

Protecting human rights and fundamental freedoms

Tackling climate change and safeguarding the environment

Preventing and resolving international conflict

Addressing worldwide pandemics such as COVID-19

Reducing poverty and improving living standards

Low
affluence

Addressing world pandemics such as COVID-19

Reducing poverty and improving living standards

Improving healthcare and life expectancy

Supporting education and literacy

Protecting human rights and fundamental freedoms

⊥

Whilst there is an ask and an opportunity for the UN to tackle the issue of health in the short-term, other issues are seen as more dire in the long-term and should therefore form part of a longer term strategy.

⊥

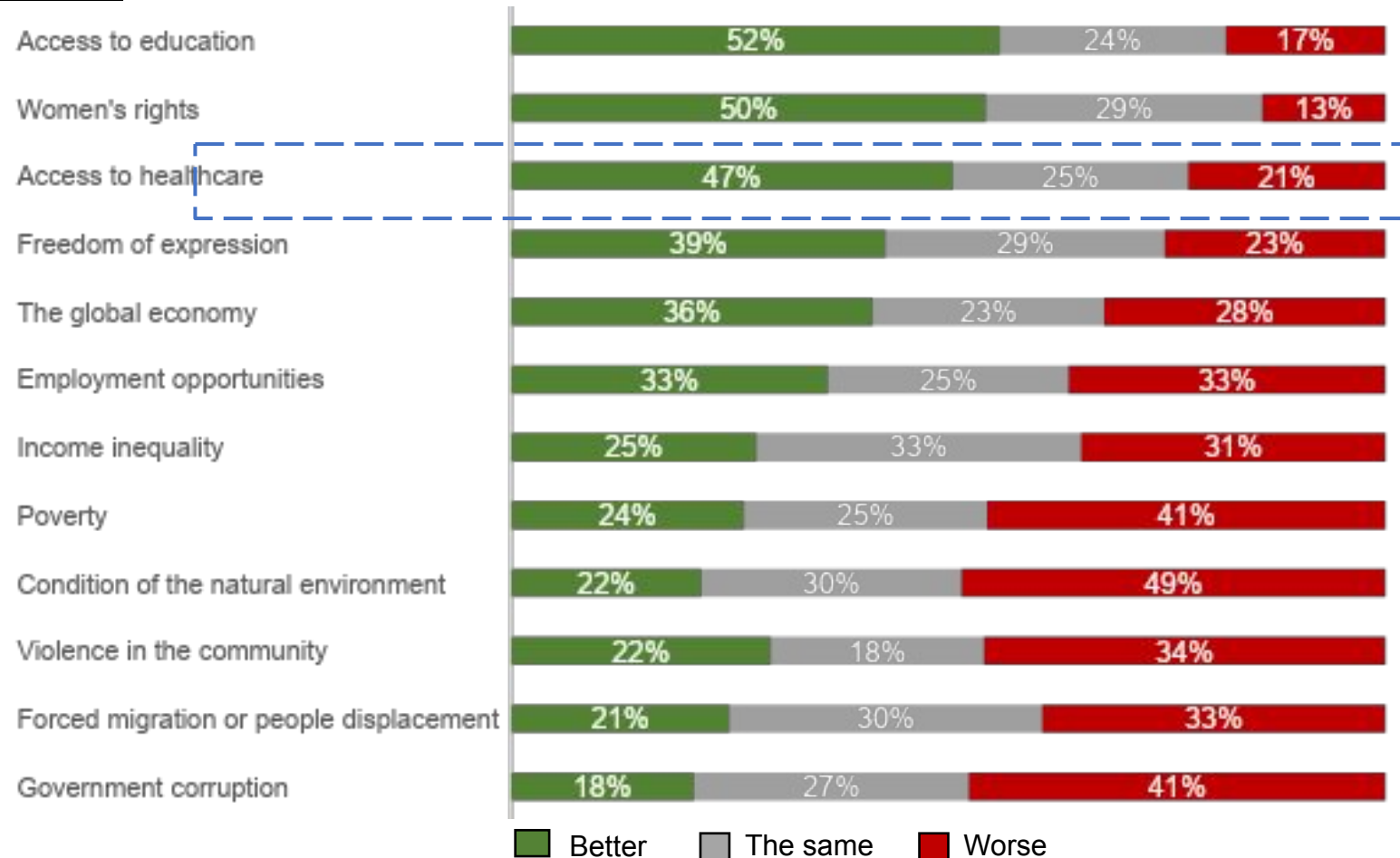


WHILST HEALTH APPEARS TO BE A PRIORITY NOW, IT IS ACTUALLY ONE OF THE KEY ISSUES THAT MANY EXPECT WILL IMPROVE OVER THE NEXT 25 YEARS

% who think things will be better / the same / worse in 2045

Access to healthcare will be **the same** or get **BETTER**

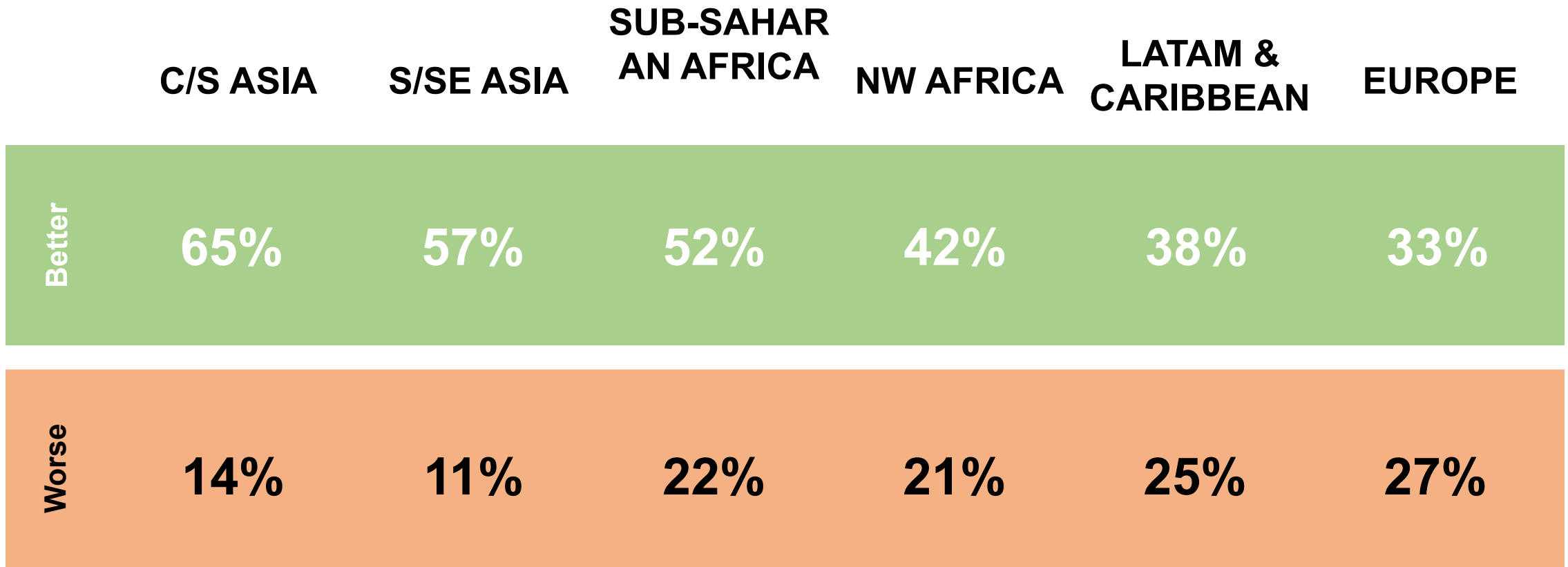
72%



ACROSS REGIONS, MORE PEOPLE ALSO THINK HEALTHCARE WILL GET BETTER RATHER THAN WORSE, BUT THE GAP DIFFERS



% who think access to healthcare will be worse / better in 2045





CONVERSELY, ISSUES RELATING TO THE ENVIRONMENT, POVERTY, CORRUPTION, VIOLENCE AND EMPLOYMENT ARE ALL EXPECTED TO WORSEN

% who think things will be better / the same / worse in 2045

49% The environment will get **WORSE**

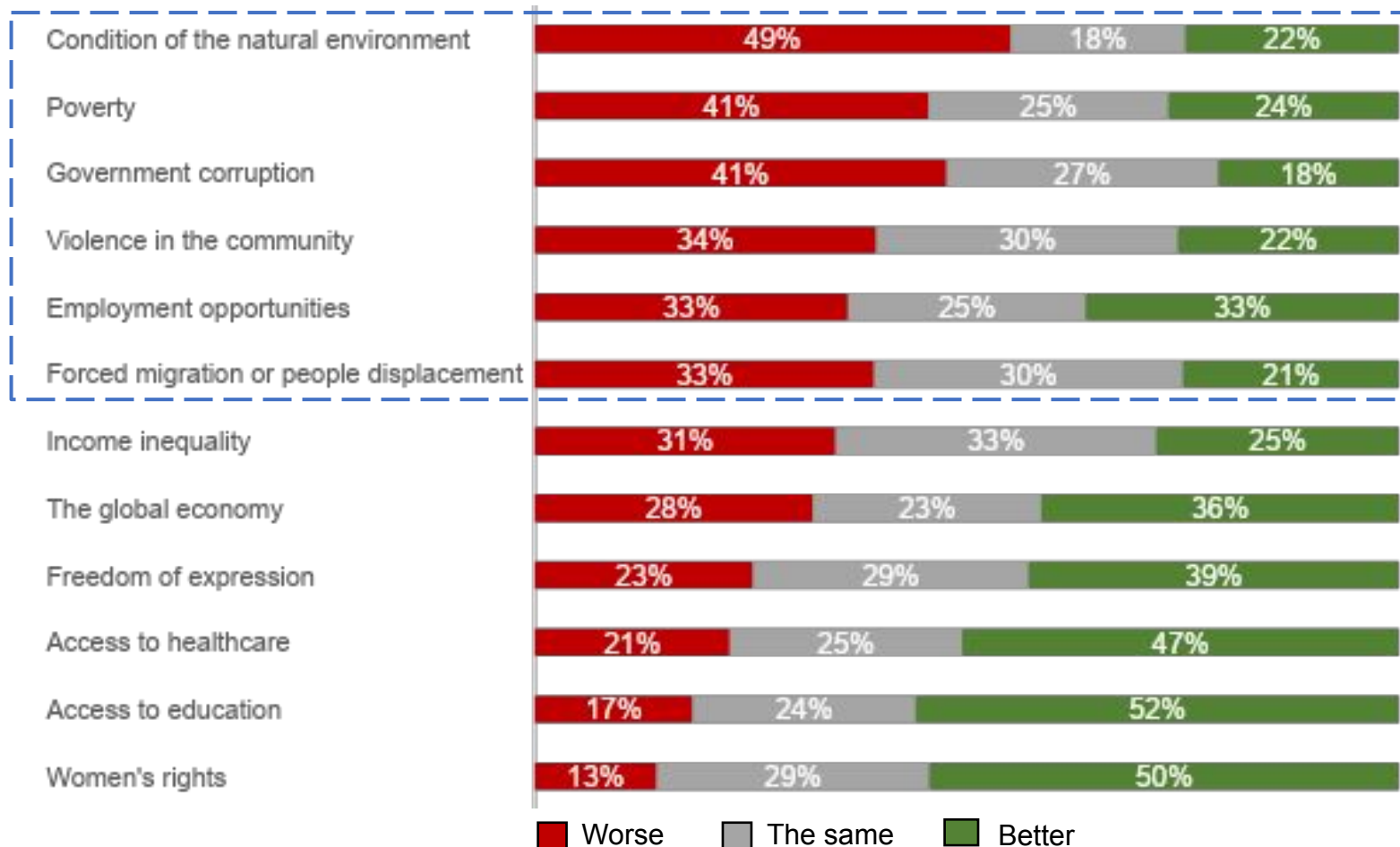
41% Poverty will get **WORSE**

41% Government corruption will get **WORSE**

34% Violence in the community will get **WORSE**

33% Employment opportunities will get **WORSE**

33% Forced migration will get **WORSE**



AND THESE ARE KEY WORRIES FOR THE FUTURE ACROSS ALL REGIONS



Ranking of things that will be worse in 2045 [ranked top 5]

1ST

Condition of the natural environment

2ND

Poverty

3RD

Government corruption

4TH

Violence in the community

5TH

Employment opportunities

Region	1 st ranking	2 nd ranking	3 rd ranking	4 th ranking	5 th ranking
N & W Africa	Environment	Poverty	Government Corruption	Forced migration	Employment
Sub-Saharan Africa	Government corruption	Environment	Poverty	Violence in the community	Employment
LATAM & Caribbean	Environment	Government corruption	Poverty	Violence in the community	Forced migration
S/SE Asia	Environment	Government corruption	Poverty	Violence in the community	Income inequality
C/S Asia	Environment	Government corruption	Violence in the community	Poverty	Forced migration
Europe	Environment	Poverty	Government Corruption	Forced migration	Violence in the community



SHORT TERM PRIORITY

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Health

LONG TERM PRIORITIES

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**Climate
change**

**Government
corruption**

Poverty

Violence



Section 5

Regional Priorities



REGIONAL SUMMARIES

Sub-Saharan Africa

Individuals in Sub-Saharan Africa are primarily concerned with a **lack of basic living standards** ahead of global concerns, such as climate change and crime, which impact their day-to-day living to a less extent.

There is uncertainty as to whether their access to basic needs will improve in the future, with poverty perceived to worsen while healthcare is deemed to improve.

With this comes a call to action for countries and the UN to prioritize improving healthcare, education and reducing poverty.

Northern Africa & Western Asia

In N/W Africa, **conflict in the region** is most prevalent. They wish for more peaceful societies in the future but are concerned that government corruption will worsen.

Unsurprisingly, they want to see countries and the UN working towards more peaceful societies and less terrorism as this is what is impacting their lives currently.

Latin America & Caribbean

We know from our secondary research that **natural disasters** in Latin America, including the Amazon forests fires, have brought concerns about **climate change** to the fore.

They want to see an improvement in the condition of the natural environment in the future but at the moment they only see this deteriorating further.

Addressing climate change should be a priority for countries and the UN to work together on and protect the environment.

REGIONAL SUMMARIES

Eastern & South-Eastern Asia

Central & Southern Asia

Europe

Across Asia and Europe priorities are very similar: issues with **climate change** and worries of **conflict between countries** are the primary concerns.

There is hope for **more environmental protection** and for **more peaceful societies** in the future. However, there is concern that government corruption, violence, and the condition of the environment **will worsen in the future**.

As a result, both Europe and Asia want countries and the UN to prioritize **addressing environmental concerns** as well as working towards **less conflict in society**, with a particular focus on nuclear weapons control and terrorism.

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THANK YOU

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Appendix



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SUB-SAHARAN AFRICA – BASIC NEEDS

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SATISFYING BASIC NEEDS ARE A MUCH GREATER CONCERN IN SUB-SAHARAN AFRICA THAN OTHER REGIONS

CURRENT ISSUES

Biggest issues the world is perceived to be currently facing:

- **Pandemics such as COVID-19 – 58%**
- **Poverty and poor living standards – 38%**
- **Lack of job security / Unemployment – 31%**
- **Poor healthcare and low life expectancy – 24%**
- **Poor education and low literacy – 16%**
- **Climate change and other threats to the environment – 12%**

FUTURE PRIORITIES

Top priorities for the future:

- **Addressing worldwide pandemics such as COVID-19 – 35%**
- **Improving healthcare and life expectancy – 29%**
- **Reducing poverty and improving living standards – 28%**
- **Supporting education and literacy – 23%**
- **Protecting human rights and fundamental freedoms – 21%**

WHILE THERE IS UNCERTAINTY FOR THE FUTURE, THEY WANT TO SEE COOPERATION TO ADDRESS ISSUES THAT ARE TRULY IMPACTING THEIR DAY-TO-DAY LIFE

PERCEPTION OF THE FUTURE

Issues that are perceived to get better:

- **Access to education – 56%**
- **Access to healthcare – 52%**
- **Women's' rights – 50%**

Issues that are perceived to get worse:

- **Government corruption– 52%**
- **Condition of the natural environment – 43%**
- **Poverty – 42%**
- **Employment opportunities – 36%**

COUNTRY COOPERATION

Issues countries should cooperate on:

- **Peace between countries – 86%**
- **Health risks – 84%**
- **Poverty – 84%**
- **Economic stability and growth – 82%**
- **Weapons control – 66%**
- **Terrorism – 80%**

FUTURE ROLE OF THE UN

Issues the UN should focus on in the future:

- **Addressing worldwide pandemics such as COVID-19– 35%**
- **Improving healthcare and life expectancy– 29%**
- **Reducing poverty and improving living standards – 28%**
- **Supporting education and literacy – 23%**
- **Protecting human rights and fundamental freedom – 21%**

Q4. At the global level, how do you think each of the following things will be in 2045 compared to how they are today? Better / Same / Worst - Sub-Saharan Africa : 6416 / Q6. How important do you feel it is for countries to work together to address the following...? Essential/Very important. Q19. Which three of these do you think the United Nations should be most focused on tackling over the next 10 years? Sub-Saharan Africa Aware of the UN =5189

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NORTHERN AFRICA & WESTERN ASIA – CRIME & CONFLICT

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IN NORTHERN AFRICA & WESTERN ASIA, CRIME AND CONFLICT ARE OF GREATER CONCERN THAN SOME OTHER REGIONS

CURRENT ISSUES

Biggest issues the world is perceived to be currently facing:

- Pandemics such as COVID-19 – 47%
- Poverty and poor living standards – 26%
- International terrorism – 26%
- Countries using nuclear weapons – 17%
- Conflict between countries – 17%
- Lack of human rights and fundamental freedoms – 16%

FUTURE PRIORITIES

Top priorities for the future:

- More peaceful societies – 38%
- More employment opportunities – 36%
- More respect for human rights – 36%
- Better access to education – 29%
- Protection for the environment – 27%

THE SAFETY OF THEIR COMMUNITY IS DEEMED TO BE AT THREAT, AND THEY WANT TO SEE COMMITMENT TO PREVENT FURTHER CONFLICT

PERCEPTION OF THE FUTURE

Issues that are perceived to get better:

- Women's rights – 46%
- Access to education – 45%
- Access to healthcare – 41%

Issues that are perceived to get worse:

- Poverty – 44%
- Government corruption – 35%
- Forced migration or people displacement – 33%
- Employment opportunities – 32%
- Violence in the community – 31%

COUNTRY COOPERATION

Issues countries should cooperate on:

- Health risks – 81%
- Poverty – 81%
- Peace between countries – 80%
- Economic stability and growth – 79%
- Terrorism – 75%
- Weapons control – 66%

FUTURE ROLE OF THE UN

Issues the UN should focus on in the future:

- Protecting human rights and fundamental freedom – 25%
- Addressing worldwide pandemics such as COVID-19 – 24%
- Tackling international terrorism – 20%
- Reducing poverty and improving living standards – 19%
- Preventing and resolving international conflicts between countries – 18%

Q4. At the global level, how do you think each of the following things will be in 2045 compared to how they are today? Better / Same / Worst - Northern Africa & Western Asia = 7982 / Q6. How important do you feel it is for countries to work together to address the following...? Essential/Very important. Northern Africa & Western Asia = 7982. Q19. Which three of these do you think the United Nations should be most focused on tackling over the next 10 years? Northern Africa & Western Asia Aware of the UN = 7487

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LATIN AMERICA & CARIBBEAN – CLIMATE CHANGE

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WORRIES ABOUT THE ENVIRONMENT ARE MORE PREVALENT IN LATIN AMERICA & CARIBBEAN AND ARE CONSIDERED THE TOP PRIORITY FOR THE FUTURE

CURRENT ISSUES

Biggest issues the world is perceived to be currently facing:

- Pandemics such as COVID-19– 62%
- Poverty and poor living standards– 39%
- **Climate change and other threats to the environment– 25%**
- Poor healthcare and low life expectancy– 17%
- Poor education and low literacy– 17%
- Countries using nuclear weapons or other weapons of mass destruction– 15%

FUTURE PRIORITIES

Top priorities for the future:

- **Greater protection for the environment– 42%**
- Better access to healthcare– 39%
- Better access to education– 38%
- More employment opportunities– 32%
- More respect for human rights– 27%

FURTHER, THERE IS CONCERN THAT THE STATE ENVIRONMENT WILL ONLY DETERIORATE IN THE FUTURE. THEY ASK FOR COOPERATION AND PRIORITIZATION TO TACKLE ENVIRONMENTAL ISSUES

PERCEPTION OF THE FUTURE

Issues that are perceived to get better:

- Women's rights – 55%
- Access to education – 46%
- Freedom of expression – 40%

Issues that are perceived to get worse:

- **Condition of the natural environment – 56%**
- Government corruption – 49%
- Poverty – 48%

COUNTRY COOPERATION

Issues countries should cooperate on:

- Peace between countries – 87%
- Poverty – 87%
- Health risks – 84%
- **Climate change – 82%**
- Terrorism – 82%
- Organised crime – 80%

FUTURE ROLE OF THE UN

Issues the UN should focus on in the future:

- Addressing worldwide pandemics such as COVID-19 – 30%
- Reducing poverty and improving living standards – 27%
- **Tackling climate change and safeguarding the environment – 26%**
- Protecting human rights and fundamental freedom – 25%
- Supporting education and literacy – 21%

Q4. At the global level, how do you think each of the following things will be in 2045 compared to how they are today? Better / Same / Worst - Americas = 6227 / Q6. How important do you feel it is for countries to work together to address the following...? Essential/Very important. Latin America & Caribbean = 6227 . Q19. Which three of these do you think the United Nations should be most focused on tackling over the next 10 years? Latin America & Caribbean aware of the UN = 5716

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EASTERN & SOUTH-EASTERN ASIA – ENVIRONMENT AND CONFLICT

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ENVIRONMENTAL AND CONFLICT CONCERNS ARE THE BIGGEST ISSUES SEEN IN S/SE ASIA

CURRENT ISSUES

Biggest issues the world is perceived to be currently facing:

- **Pandemics such as COVID-19 – 58%**
- **Climate change and other threats to the environment – 28%**
- **Countries using nuclear weapons – 18%**
- **Conflict between countries – 18%**
- **Natural disasters and emergencies – 18%**
- **International terrorism – 17%**

FUTURE PRIORITIES

Top priorities for the future:

- **More peaceful societies – 43%**
- **Greater protection for the environment – 39%**
- **More employment opportunities – 32%**
- **Better access to healthcare – 30%**
- **No nuclear weapons – 24%**

AND COOPERATION IS NEEDED TO TACKLE THE ISSUES THAT THEY DEEM WILL BE WORSE IN THE FUTURE: CLIMATE CHANGE AND CONFLICT

PERCEPTION OF THE FUTURE

Issues that are perceived to get better:

- Access to education – 61%
- Access to healthcare – 57%
- Women's rights – 51%

Issues that are perceived to get worse:

- Condition of the natural environment – 42%
- Government corruption – 28%
- Poverty – 27%

COUNTRY COOPERATION

Issues countries should cooperate on:

- Peace between countries – 82%
- Health risks – 78%
- Economic stability and growth – 78%
- Weapons control – 76%
- Terrorism – 76%
- Climate change – 74%

FUTURE ROLE OF THE UN

Issues the UN should focus on in the future:

- Addressing worldwide pandemics such as COVID-19 – 29%
- Preventing and resolving international conflicts between countries – 24%
- Tackling climate change and safeguarding the environment – 23%
- Stopping countries from using nuclear weapons – 20%
- Responding to natural disasters and emergencies – 20%

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CENTRAL & SOUTHERN ASIA – CLIMATE CHANGE AND CONFLICT

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CLIMATE CHANGE AND WORRIES ABOUT INTERNATIONAL CRIME ARE ALSO MAJOR CONCERNS IN C/S ASIA

CURRENT ISSUES

Biggest issues the world is perceived to be currently facing:

- Pandemics such as COVID-19 – 61%
- Lack of job security / Unemployment – 21%
- Poverty and poor living standards – 19%
- **International terrorism – 19%**
- Poor education and low literacy – 17%
- **Climate change and other threats to the environment – 16%**

FUTURE PRIORITIES

Top priorities for the future:

- **Better access to education – 43%**
- **Better access to healthcare – 38%**
- **More employment opportunities – 33%**
- **More respect for human rights – 28%**
- **More peaceful societies – 27%**
- **Greater protection for the environment – 26%**

WITH THESE ISSUES SEEN TO BE WORSE IN THE FUTURE, THEY WANT COOPERATION TO ADDRESS THEIR MOST OF CONFLICT AND THE CONDITION OF THE ENVIRONMENT

PERCEPTION OF THE FUTURE

Issues that are perceived to get better:

- Access to education – 67%
- Access to healthcare – 62%
- Women's rights – 59%

Issues that are perceived to get worse:

- Condition of the natural environment – 49%
- Government corruption – 37%
- Poverty – 35%
- Violence in the community – 35%

COUNTRY COOPERATION

Issues countries should cooperate on:

- Peace between countries – 83%
- Terrorism – 78%
- Health risks – 78%
- Economic stability and growth – 76%
- Poverty – 76%
- Weapons control – 75%

FUTURE ROLE OF THE UN

Issues the UN should focus on in the future:

- Addressing worldwide pandemics such as COVID-19 – 30%
- Supporting education and literacy – 25%
- Improving healthcare and life expectancy – 23%
- Reducing poverty and improving living standards – 19%
- Tackling climate change and safeguarding the environment – 19%

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EUROPE – ENVIRONMENT AND CONFLICT

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CRIME AND ENVIRONMENTAL ISSUES ARE ALSO OF GREAT CONCERN IN EUROPE

CURRENT ISSUES

Biggest issues the world is perceived to be currently facing:

- Pandemics such as COVID-19 – 34%
- Poverty and poor living standards – 31%
- Conflict between countries – 23%
- International terrorism – 22%
- Natural disasters and emergencies – 17%
- Poor healthcare and low life expectancy – 16%

FUTURE PRIORITIES

Top priorities for the future:

- Better access to healthcare – 44%
- Greater protection for the environment – 44%
- More peaceful societies – 33%
- More respect for human rights – 32%
- No nuclear weapons – 31%
- More sustainable consumption and production – 24%

AND THEY WANT THE UN TO ADDRESS BOTH CLIMATE CHANGE AND CONFLICT ISSUES WHICH THEY PERCEIVE WILL CONTINUE TO GET WORSE IN THE FUTURE

PERCEPTION OF THE FUTURE

Issues that are perceived to get better:

- Access to education– 39%
- Women’s rights– 38%
- Access to healthcare – 33%

Issues that are perceived to get worse:

- Condition of the natural environment– 61%
- Poverty – 45%
- Government corruption – 40%
- Forced migration or people displacement – 38%
- Violence in the community – 36%

COUNTRY COOPERATION

Issues countries should cooperate on:

- Peace between countries– 87%
- Terrorism– 86%
- Health risks – 81%
- Weapons control– 80%
- Organised crime– 80%
- Climate change– 78%

FUTURE ROLE OF THE UN

Issues the UN should focus on in the future:

- Protecting human rights and fundamental freedom– 27%
- Preventing and resolving international conflicts between countries– 27%
- Stopping countries from using nuclear weapons– 25%
- Tackling climate change and safeguarding the environment– 23%
- Tackling international terrorism– 22%