



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

## **MY World, People Choose Their Priorities for a Better World.**

### ***Emerging priorities for a new sustainable development agenda.***

MY World is a global survey for citizens led by the United Nations and partners. It aims to capture people's voices, priorities and views; so that global leaders can be informed as they begin the process of defining the new development agenda for the world.

Through creative online and offline methods, MY World asks individuals which six of sixteen possible issues they think would make the most difference to their lives. The sixteen issues have been built up from the priorities expressed by poor people in research and polling exercises and cover the existing Millennium Development Goals (MDGs), plus issues relating to governance, security, environmental sustainability, jobs and infrastructure.

From now until 2015, the partners implementing MY World will aim to get as many people in as many countries as possible to be involved: citizens of all ages, genders and backgrounds, and particularly the world's poor and marginalized communities.

The web version of MY World was launched in mid-December and has quickly picked up pace in January. As of today, 183 countries have started to choose their priorities for a better world. More than 55% of those that have taken the survey are women. 124 partners, listed in the annex, have signed up to promote MY World to their members, including through offline methods. Work with the Nike Foundation will see MY World taken offline into 15,000 villages in Rwanda. In India one of the largest civil society coalitions, Wada Na Todo Abhiyan, will help the survey reach 100,000 people.

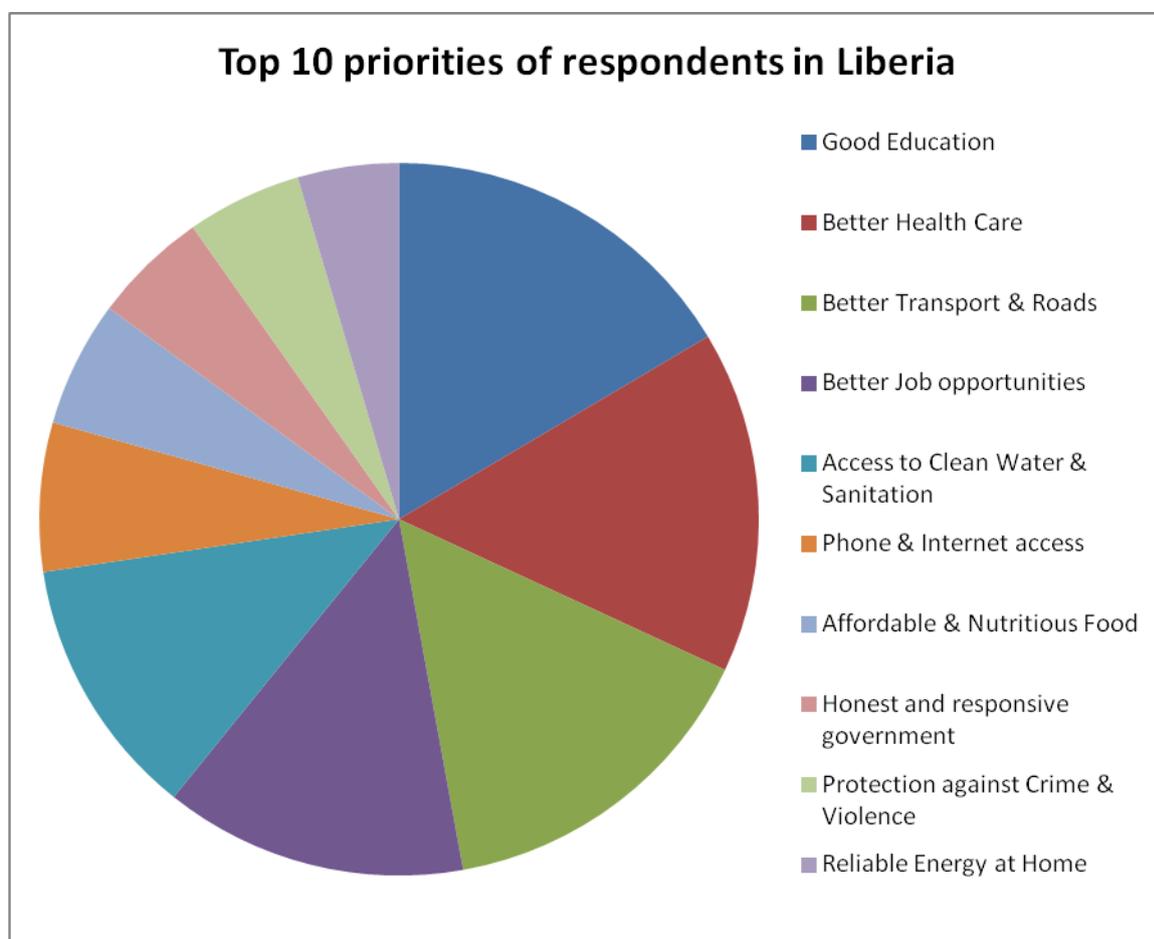
The mobile phone version of MY World, using texts and voice technology, will be launched soon in India. Discussions are also underway with mobile phone providers in Indonesia, Nigeria and the Philippines, and we will expand the mobile survey to at least another 15 countries over time.

The offline version of MY World is now being rolled out, with a survey involving a stratified sample of over 2,000 people already conducted in Liberia. Over the next three months, offline surveys will be taken forward in an additional 20 countries.

This early report provides detailed results for the first comprehensive MY World survey, in Liberia, and preliminary results from the online survey.

## 1. My World results: Liberia

Liberia is the first place where we have a comprehensive look at the priorities of the whole population. A pilot survey of just over 2,000 people, sampled to reflect the whole population, was carried out in January 2013. A national survey that will cover 6,200 is proposed for later in the year.



These are the priorities of the whole population. The MY World survey also offers some indication of how the priorities might differ between demographic groups.

**Table 1: Priorities of different demographic groups in Liberia**

All Participants	Young people	Children
1 A good education	1 Better transport and roads	1 A good education
2 Better healthcare	2 A good education	2 Better healthcare
3 Better transport and roads	3 Better job opportunities	3 Better transport and roads
4 Better job opportunities	4 Better health care	4 Access to clean water and sanitation
5 Access to clean water and sanitation	5 Access to clean water and sanitation	5 Better job opportunities
6 Phone and internet access	6 Phone and internet access	6 Affordable and nutritious food
7 Affordable and nutritious food	7 Honest and responsive government	7 Phone and internet access
8 Honest and responsive government	8 Reliable energy at home	8 Reliable energy at home
9 Protection against crime and violence	9 Protection against crime and violence	9 Protection against crime and violence
10 Reliable energy at home	10 Support for people who can't work	10 Honest and responsive government

The same ten priorities are ranked in the top ten for every group, with the exception of affordable and nutritious food, which is absent from the top ten of young people; and support for people who can't work, which is in the young people's top ten but not the other two. Interestingly, the top ten priorities for men and women separately were both identical. However, women ranked gender equality in eleventh place and almost as highly as reliable energy, while for men it was some way behind. Among young women, gender equality ranked as the tenth most important priority, while for young men it was twelfth.

**Table 2: Priorities of rural and urban population in Liberia**

All Participants	Rural	Urban
1 A good education	1 A good education	1 A good education
2 Better healthcare	2 Better transport and roads	2 Better health care
3 Better transport and roads	3 Better health care	3 Better transport and roads
4 Better job opportunities	4 Better job opportunities	4 Better job opportunities
5 Access to clean water and sanitation	5 Access to clean water and sanitation	5 Access to clean water and sanitation
6 Phone and internet access	6 Phone and internet access	6 Phone and internet access
7 Affordable and nutritious food	7 Honest and responsive government	7 Protection against crime and violence
8 Honest and responsive government	8 Affordable and nutritious food	8 Reliable energy at home
9 Protection against crime and violence	9 Protection against crime and violence	9 Honest and responsive government
10 Reliable energy at home	10 Reliable energy at home	10 Equality between men and women

Again, the top ten for rural and urban populations is almost the same as for the population as a whole, but with a different ranking of the priorities. The main difference is that affordable and nutritious food is absent from the top ten priorities of the urban population, while equality between men and women is in the top 10 in urban but not rural areas. Both men and women in urban areas were twice as likely to choose gender equality as one of their options than men or women in rural areas. Nearly one third of all urban women chose this as one of their six priorities. It is also notable that job opportunities was the number one priority for urban youths, while for young people in rural areas transport and roads was ranked most highly.

- ***Comparison of MY World Liberia results with other surveys in Africa***

The results from the MY World survey in Liberia echo other opinion polling exercises in the continent. Jobs are consistently ranked as a high priority in the Afrobarometer surveys, particularly among young people. Infrastructure (which, for MY World is divided into four categories of energy, water, transport and communications) is another high priority, as is the provision of health and education services. Interestingly, food and nutrition tend to rank higher in Afrobarometer surveys than they do the MY World Liberia survey. Governance and security also feature highly among the priorities of people across the continent, as they do in Liberia.

As part of the development phase of MY World, UNICEF in Uganda ran an SMS survey asking people how their lives and those of their families could be made better, with each respondent giving one priority. There were over eight thousand responses. The top priority was better job opportunities, with nearly half of all respondents citing this as their most important issue. A good education came second and better healthcare third. An honest and responsive government came fourth, with better transport and roads being fifth.

The responses from Liberia, Uganda, and from similar surveys in the rest of Africa illustrate a consistent set of priorities, though the importance attached to each varies between and within countries. Clearly, there is strong commitment to the areas covered by the existing MDGs. But in order to satisfy the aspirations of the African population, there may be a need to expand a new agenda to include a wider range of infrastructure goals, and to reflect the importance placed on both political factors and economic opportunities.

## 2. MY World results: Initial findings from the online survey

The Liberia survey is the most comprehensive picture of how people in one country rank the MY World options. However, with responses from 183 countries, at the time of writing, it is possible to identify some very preliminary patterns also emerging through the online survey.

The web survey is just one small part of MY World. Given current global patterns of internet use, it is evident that if used on its own the online component is significantly biased towards higher income countries and people. With growing numbers of offline and SMS participants, in future reports we will be able to present a more balanced picture of the whole world's priorities by combining data collected through the various methods of participation, appropriately weighted to reflect the global population. We will also be able to provide reports for each country, noting the priorities of the country as whole and particular groups within it.

But as an early indicator of what MY World will be able to provide, some initial tables are presented below, indicating the priorities emerging from the online survey to date. These should be taken with a degree of caution as they are drawn from the views of a relatively small number of people, most of whom are in high-income countries. But they do provide a glimpse of an early narrative.

**Table 3: Global priorities of all online participants**

All Global Participants	Women ♀	Men ♂
1 A good education	1 A good education	1 A good education
2 An honest and responsive government	2 An honest and responsive government	2 An honest and responsive government
3 Better healthcare	3 Better healthcare	3 Better healthcare
4 Access to clean water and sanitation	4 Access to clean water and sanitation	4 Access to clean water and sanitation
5 Affordable and nutritious food	5 Equality between men and women	5 Affordable and nutritious food
6 Protection against crime and violence	6 Affordable and nutritious food	6 Protecting rivers, forests and oceans
7 Protecting rivers, forests and oceans	7 Protection against crime and violence	7 Freedom from discrimination and persecution
8 Freedom from discrimination and persecution	8 Freedom from discrimination and persecution	8 Protection against crime and violence
9 Equality between men and women	9 Protecting rivers, forests and oceans	9 Action taken on climate change
10 Action taken on climate change	10 Action taken on climate change	10 Better job opportunities

The top four priorities come out as a good education, an honest and responsive government, better healthcare, and access to clean water and sanitation. Three quarters of all respondents identified education as one of their priorities. Affordable and nutritious food follows close behind in fifth, but there is a significant difference in the global online rankings for equality between men and women: for men it ranks twelfth, for women fifth. As a result it features ninth in the rankings.

#### BOX 1 The Rio Dialogues to MY World

An earlier example of online polling to establish global priorities was the 'Rio Dialogues', an initiative launched by the UN prior to the Rio+20 conference in June 2012. Choosing from a menu of 100 options, 60,000 people cast their votes for their top 10. While the options were worded differently to MY World, so direct comparison is not straightforward, the results illustrate a consistent set of global priorities – at least among people who complete online surveys. The top ten recommendations for action that emerged through the Rio dialogues included two on education, one on food, three on rivers, forests, and oceans, and one that was aimed at action on climate change all of which are also in the MY World global top ten at present.

In the absence of significant SMS or offline participation as yet, the existing data is heavily skewed towards richer countries and people. In order to gauge the significance of this, we can separate the priorities identified by participants in low human development index (HDI) and medium HDI countries from the rest. These are listed in the table below. It is, however, likely that this data comes mainly from wealthier people within these low HDI countries, given the reliance on the web-based survey so far. In future reports we will be able to use the information on income and on participation method to develop a clearer picture of the priorities of the poorest people, in addition to just the poorest countries.

**Table 4: Global priorities compared with those in Low HDI and Medium HDI countries**

All Global Participants	Low HDI countries	Medium HDI countries
1 A good education	1 A good education	1 A good education
2 An honest and responsive government	2 An honest and responsive government	2 An honest and responsive government
3 Better healthcare	3 Better healthcare	3 Better healthcare
4 Access to clean water and sanitation	4 Access to clean water and sanitation	4 Protection against crime and violence
5 Affordable and nutritious food	5 Better job opportunities	5 Better job opportunities
6 Protection against crime and violence	6 Protection against crime and violence	6 Affordable and nutritious food
7 Protecting rivers, forests and oceans	7 Affordable and nutritious food	7 Access to clean water and sanitation
8 Freedom from discrimination and persecution	8 Equality between men and women	8 Protecting rivers, forests and oceans
9 Equality between men and women	9 Action taken on climate change	9 Freedom from discrimination and persecution
10 Action taken on climate change	10 Protecting rivers, forests and oceans	10 Action taken on climate change

For both low and medium HDI countries the top three priorities remain the same: a good education, an honest and responsive government, and better healthcare. Like the global rankings, access to clean water and sanitation is ranked fourth in low HDI countries. But for medium HDI countries the fourth place is taken by protection against crime and violence.

A very noticeable anomaly in this preliminary data is how respondents perceive the importance of better job opportunities. For low and medium HDI countries better job opportunities ranks as the fifth highest priority – this echoes the high ranking of jobs in the Liberia survey. For high HDI countries it places seventh, but in very high income countries it is twelfth. This may be because of a bias towards those already employed in very high HDI countries, which in turn – at this point – make up almost half of all participants. Protection from crime and violence also ranks higher in low and middle income countries than for all countries together, again reflecting the data from Liberia.

Table 5 below looks at how priorities shift amongst three age groups: 34 years of age and under, between 35 and 54, and over 55. Greater disaggregation by age will be possible in future MY World briefs, including of children and young people.

**Table 5: Global priorities amongst different age groups**

Age ≤ 34	Age 35 – 54	Age People ≥ 55
1 A good education	1 A good education	1 A good education
2 An honest and responsive government	2 An honest and responsive government	2 An honest and responsive government
3 Better healthcare	3 Access to clean water and sanitation	3 Access to clean water and sanitation
4 Access to clean water and sanitation	4 Better healthcare	4 Affordable and nutritious food
5 Affordable and nutritious food	5 Affordable and nutritious food	5 Better healthcare
6 Protection against crime and violence	6 Protecting forests, rivers and oceans	6 Freedom from discrimination and persecution
7 Freedom from discrimination and persecution	7 Protection against crime and violence	7 Protecting forests, rivers and oceans
8 Protecting rivers, forests and oceans	8 Freedom from discrimination and persecution	8 Action taken on climate change
9 Better job opportunities	9 Equality between men and women	9 Equality between men and women
10 Equality between men and women	10 Action taken on climate change	10 Protection against crime and violence

The top two priorities remain fixed: a good education and an honest and responsive government. The next three priorities for all age categories (albeit in a slightly different order) are better healthcare, access to clean water and sanitation, and affordable and nutritious food. Perhaps somewhat counter-intuitively, climate change only makes an appearance in the priorities of people over the age of 34.

### 3. MY World next steps

Between the Monrovia and Bali High Level Panel (HLP) meetings, the number of people participating in MY World is expected to escalate significantly through all methodologies: online, offline and SMS. At the Bali meeting, an update will be prepared for HLP members that explores both the common themes and the differences that are emerging in the priorities of different countries and groups. We will also present a combined global picture, weighted to produce the most accurate possible picture of the priorities of the whole world's population.

The more people that participate, the more useful the data emerging from the survey will be. We encourage all individuals and organisations to get involved with promoting and carrying out the survey. There are lots of ways this can be done, and the MY World website offers information on how to get involved.

## **Annex 1: List of Partners for MY World**

ACOT  
Africa Citizen's Empowerment Foundation  
African Views Organisation  
African Youth Network for Peace and Development  
AIESEC Local Committee Setif  
AXIOS MISION-MUJER  
Beyond 2015  
Cameroon Medical Women Association  
Center for Improving Qualified Activity in Life of People with Disabilities  
Change Mob  
Change Nepalese Mission  
Children of the Earth Togo  
Chitsanzo Youth Organization  
Civil Society Organizations Network for Development  
Commonwealth Youth Programme  
Community Based Rehabilitation - Development and Training Center  
Cosmo Foundation Youth  
Day of Prayer and Action for Children  
Dewan Atsiri Indonesia  
Ecumenical Advocacy Alliance  
FIA Foundation: Make Roads Safe campaign  
FISIP UIN Jakarta  
Girls Not Brides: The Global Partnership to End Child Marriage  
Global Alliance for Development Foundation  
Global Call to Action against Poverty  
Global Young Greens  
Global Youth Efficiency Foundation  
HelpAge International  
High World Int. Org.  
Himpunan Serikat Perempuan Indonesia  
Hope for the Needy Association  
Impactwithdanny  
Indonesian Future Leaders  
Institut KAPAL Perempuan  
InterAction  
International Federation of Medical Students' Associations  
International Labour Organization  
International Trade Union Confederation  
International Young Catholic Students  
International Youth Council- Kenya  
Inter-Parliamentary Union  
Istana Rumbia  
ITAG Basse Chapter  
Jaringan Advokasi Rakyat untuk SDA dan Ekosob

Jaringan Gay Waria dan LSL lain di Indonesia  
Jaringan Kerja Lembaga Pelayanan Kristen Indonesia  
Jeunes Volontaires de Grands Lacs pour l'Environnement  
Kariba Youth Association  
Koalisi Perempuan  
Lakpesdam NU Ambon  
Lembaga Pengembangan Sumber Daya Mitra  
Major Group for Children and Youth  
National Association of Nigerian Traders  
NEPADCA  
Nigeria Network of NGOs  
No One Left Behind - Tanzania  
Oluwa Youth Activity Group  
ONE Campaign  
Organisation of African Youth  
Organization of African Youth Cameroon  
Pacific Disability Forum  
Partnership for Governance Reform  
Pax Romana  
Perhimpunan OHANA  
PIDES International  
Plan International  
Poverty Eradication and Community Empowerment  
Prefuturo Institute  
Progressio  
Progressio Ireland  
Restless Development  
Rheal Solutions  
Rural Voices of Youth  
Save the Children  
Saving Lives Nigeria  
School of Midwifery Masuba, Sierra Leone  
SEED For the Future  
Seed Media Group  
Smiles Africa International Organization  
Social Research Institute, Ipsos MORI  
Sought Out Cameroon  
St. Jude Thaddeus Relief Services  
Stakeholder Forum  
SUCCESSGATE  
TASEV Training Culture and Youth Association  
The Green Volunteers  
UIN Syarif Hidayatullah Jakarta  
UN Foundation  
UNAIDS  
UNICA  
United Cities and Local Governments

United Nations Information Centre Canberra  
United Nations Non-Governmental Liaison Service  
United Nations Office of the Resident Coordinator - Indonesia  
United Nations Population Fund  
United Nations Volunteers (UNV) programme  
Universitas Muhammadiyah Prof. Dr. HAMKA  
Vibrant Youths Community Club  
Virtual United Nations  
VSO International  
Wahana Bumi Hijau  
Wahana Lingkungan Hidup Indonesia  
World Alliance of YMCAs  
World Association of Girl Guides and Girl Scouts  
World Federation of United Nations Associations  
World Organization of the Scout Movement  
World Student Christian Federation  
World Student Christian Federation, IRO  
World Summit Youth Award  
World Vision Indonesia  
World Vision International  
World YWCA  
Yayasan Amanah Pendidik Insan Kamil Lampung  
Yayasan Kristen untuk Kesehatan Umum Bali  
Youth 4 Peace  
Youth Development Organisation  
Youth Dividend  
Youth Empowerment Against HIV/AIDS  
Youth Empowerment Synergy  
Youth For Africa  
Youth for Habitat International Network / Habitat Center for Development and Governance  
Youth Impact Organization of Nigeria  
Youth Initiative for Community Empowerment  
Youth Network on HIV/AIDS, Population and Development

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