

A critical review of the UN75 Global surveys presented to the 2020 UN General Assembly

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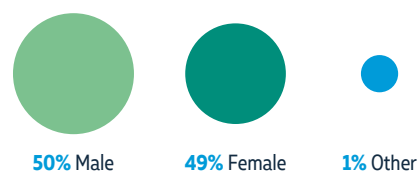
UN75 Data Streams

1. UN75 One-Minute survey
2. UN75 Dialogues
3. Scientifically sampled survey through Edelman Intelligence and the PEW Research Center
4. Traditional and Social Media Analysis of 70 Countries
5. Research Mapping in Six Languages (academic papers and reports)

UN75 SURVEY BREAKDOWN OF RESPONDENTS

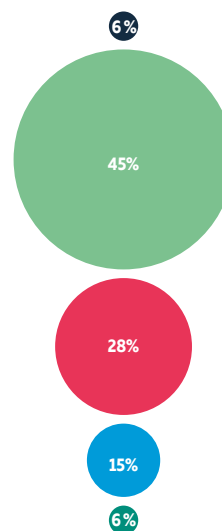
The breakdown of UN75 survey respondents by gender, age and education is as follows:

Gender



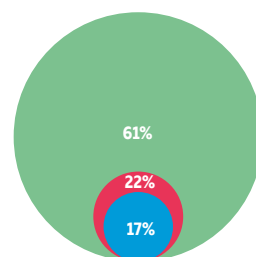
Age

- Under 15
- 16 to 30
- 31 to 45
- 46 to 60
- 61 and Over



Education

- Primary or Less
- Finished Secondary
- Beyond Secondary



The UN75 team additionally analysed the data by education level, age and disability. The results were largely aligned with the global and regional findings. Where major differences were observed, such as on the question of outlook for the future, these differences were highlighted in the results.

Region*	Survey respondents	% of survey respondents
CENTRAL & SOUTHERN ASIA	243,800	30%
EASTERN & SOUTH-EASTERN ASIA	81,205	10%
EUROPE	121,388	15%
LATIN AMERICA & THE CARIBBEAN	61,599	7.6%
NORTH AMERICA	29,184	3.6%
NORTHERN AFRICA & WESTERN ASIA	64,694	8%
OCEANIA & ANTARCTICA	14,598	1.8%
SUB-SAHARAN AFRICA	190,624	23.5%
NOT SPECIFIED	3,466	0.4%

* The division of the world in regions throughout this report corresponds to the statistics methodology of the Department of Economic and Social Affairs (DESA): <https://unstats.un.org/unsd/methodology/m49/>

For the purposes of the analysis, Northern Africa and Western Asia were grouped, following the UN Economic Commission for Western Asia's grouping of Arab States. Further, Central Asia was grouped with Southern Asia; Eastern Asia with South-Eastern Asia; and Oceania with Antarctica.



Malaysia, Malaysian CSO-SDG Alliance



Germany, Punta Velo

ANNEX 4

Region/country/territory sample for UN75 survey and dialogues

In addition to survey responses collected through the global UN75 one-minute survey, the UN75 Office partnered with UNICEF's U Report and 2030 Youth Force Vietnam, who gathered responses through a slightly adapted version of the UN75 survey.

The UN75 initiative additionally engaged hundreds of thousands of players through

an educational gaming platform called Kahoot!. Through playing eight different UN75 games, users have learned about the UN's history and work. They could share their ideas and thoughts on the future of international cooperation. The UN75 Kahoot! games have been played in 186 countries. All inputs from Kahoot! were gathered anonymously.

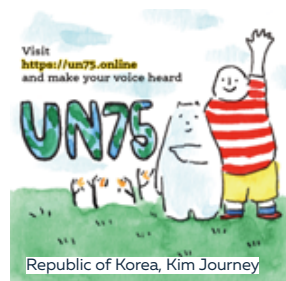
Data contained in the present report is organized by countries, territories and areas of origin as provided by the respondents. The report uses the country and area names and methodology used for statistical processing purposes and in its publications by the Statistics Division of the Department of Economic and Social Affairs of the United Nations Secretariat.

The designations employed and the presentation of material in this report do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

Country/territory/ geographical area	UN75 survey	UN75 dialogues	UNICEF U Report/ 2030 Youth Force survey	Kahoot!
CENTRAL & SOUTHERN ASIA	243800	55	9440	16678
AFGHANISTAN	1221	12		4
BANGLADESH	3893	2		59
BHUTAN	2717			
INDIA	111970	14		14420
IRAN (ISLAMIC REPUBLIC OF)	1198	1		93
KAZAKHSTAN	30242	4		795
KYRGYZSTAN	17098	1		137
MALDIVES	167			375
NEPAL	45682	5		45
PAKISTAN	1661	3		307
SRI LANKA	733	1		401
TAJIKISTAN	767	1		
TURKMENISTAN	1548	1		2
UZBEKISTAN	24903	12	3440	40



Online, India's International Movement to United Nations



Republic of Korea, Kim Journey



Belgium, UNRIC Brussels

ANNEX 3

Methodology – One-minute survey

The UN75 survey (www.un75.online) was developed in partnership with the SDG Action Campaign, building on their expertise and lessons learned from the MYWorld survey carried out ahead of the adoption of the SDGs in 2015. In addition, the UN75 Office sought advice from organisations including the Global Challenges Foundation, which runs regular surveys of global catastrophic risks, and polling experts such as the Pew Research Center.

Initially, the survey comprised five questions – two multiple choice questions with answers appearing in randomised order and the option of adding your own; two sliding scale; and one optional free text question:

1. If you picture the world you want in 25 years, what THREE things would you most want to see?

- Less conflict

- Greater equality within countries
- Greater equality between countries
- More respect for human rights
- More environmental protection
- More sustainable consumption and production
- More employment opportunities
- Better access to education
- Better access to healthcare
- Greater equality between men and women

- Better management of international migration

2. Which of these global trends do you think will most affect our future? Select up to THREE

- Risks arising from new technologies
- Climate change and environmental issues
- Nuclear weapons and other weapons of mass destruction
- Forced migration and displacement
- Rapid changes in our

populations

- Armed conflict and politically motivated violence
- Risk of terrorism
- Cyber warfare and new forms of weapons
- Organised crime
- Breakdown in relations between countries
- Risks related to health

3. How important – or not – is it for countries to work together to manage the above trends?

- Essential, Very important, Fairly important, Not very important, Not important at all

4. Overall, do you think that people in 2045 will be better off, worse off, the same as you are today?

- Better, Worse, Same

What would you advise the UN Secretary-General to do to address these global trends? (OPTIONAL – 140 characters)

ANNEX 3

Methodology – One-minute survey

On 22 April, two questions were added in light of the COVID-19 pandemic, in response to feedback from stakeholders. The first was a multiple-choice question, with answers appearing in randomised order and the option of adding your own. The second was a sliding scale question.

1. What should the international community prioritise to recover better from the pandemic? Select up to THREE

- Strengthen solidarity between people and nations
- Increase support to the hardest hit countries and communities
- Modernise international organisations to deliver better results
- Achieve universal and affordable access to digital technologies

- Prioritise universal access to healthcare
- Invest more in education and youth programmes
- Achieve universal access to safe water and sanitation
- Tackle the climate crisis with greater urgency
- Increase efforts to prevent and reduce conflict and violence
- Rethink the global economy
- Make human rights central to recovery plans
- Address inequalities that have deepened as a result of COVID-19

2. Has COVID-19 changed your views on cooperation between countries?

- No – it has not changed my views
- Yes – now in favour of MORE cooperation
- Yes – now in favour of LESS cooperation

The survey has been translated into 64 languages and adapted for an offline survey app, SMS, U-Report and other tools. By September 2020, over a million people had taken the survey, from all UN Member and Observer States. Data was analysed using quantitative and qualitative methods, in partnership with the Graduate Institute of International and Development studies, and New York University.



Methodology – Dialogues

Dialogue was at the heart of the UN75 initiative, with a vision of conducting thousands of conversations – from classrooms to boardrooms, parliaments to village halls – to glean more detailed insights into priorities and concerns for the future, as well as solutions to the global challenges, and to foster trust, partnerships and action.

A dialogue toolkit was developed in partnership with the SDG Action Campaign, and with advice from organisations including Missions Publiques and IPSOS, which have conducted citizen assemblies. Formal piloting was conducted in nine countries in Africa, Asia and Latin America by Paragon Partnerships. Informal piloting was conducted by UN country teams and civil society groups in all regions – key intended users.

The toolkit was updated in April 2020 to include more information on online dialogues in light of COVID-19, to simplify elements such as the dialogue registration and feedback form based on feedback received, and to increase alignment with the one-minute survey to enable greater cross analysis of data.

The toolkit can be accessed here:
<https://www.un.org/en/un75/join-conversation>



ANNEX 3

Methodology – Edelman Polling

Between 16 June and 20 July 2020, Edelman conducted a 15-minute online survey in 29 countries, and a 20-minute telephone-assisted survey in seven countries.

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

They 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.

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

*Note: Lebanon: Reduced sample size due to domestic situation 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.

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.

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

ANNEX 3 Methodology – Edelman Polling

THE GLOBAL DATA WAS FURTHER ANALYSED ON THE FOLLOWING GROUPINGS:

REGIONS					
Northern Africa & Western Asia	Sub-Saharan Africa	Latin America & Caribbean	Eastern & Southeastern 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 (GNI):

High GNI	Upper Middle GNI	Lower Middle GNI
CHILE	ARGENTINA	ANGOLA
CZECH REPUBLIC	BRAZIL	BANGLADESH
HUNGARY	CHINA	CAMEROON
ISRAEL	COLOMBIA	EGYPT
NORWAY	DOMINICAN REPUBLIC	INDIA
POLAND	GABON	KENYA
PORTUGAL	INDONESIA	MOROCCO
SAUDI ARABIA	MALAYSIA	NIGERIA
SINGAPORE	MEXICO	PAKISTAN
UNITED ARAB EMIRATES	RUSSIA	SENEGAL
	SOUTH AFRICA	TANZANIA
	TURKEY	UKRAINE
		UZBEKISTAN
		VIETNAM

DEMOGRAPHICS

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. Classification RNB tirée de la Banque mondiale: https://data.worldbank.org/indicator/ny.gnp.pcap.cd?year_high_desc=true

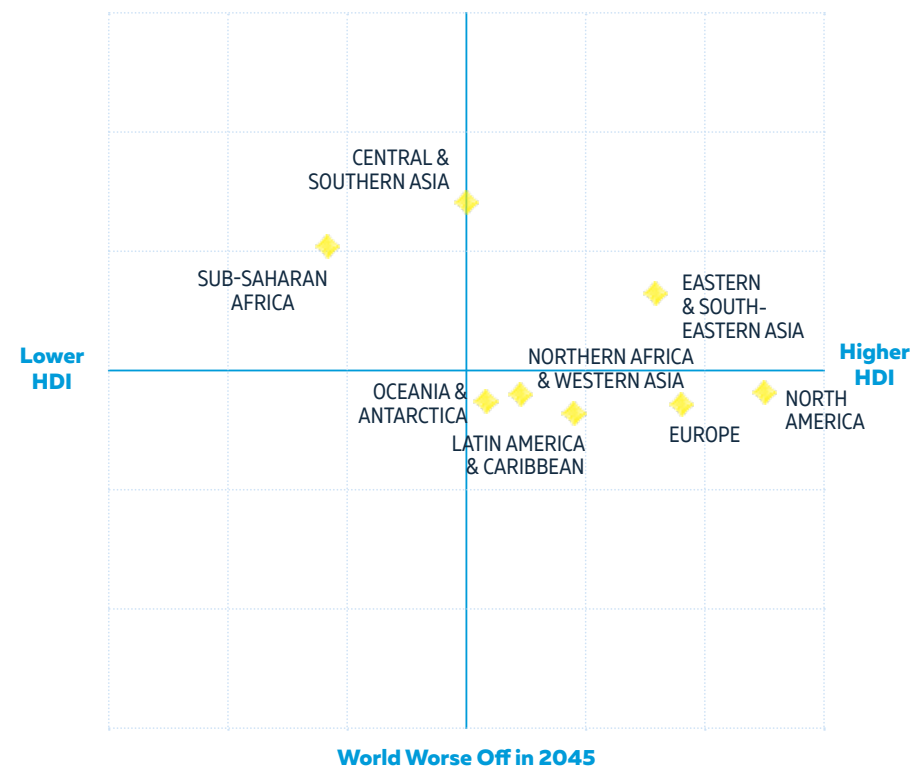
KEY FINDING 6

Respondents in countries with a lower human development index ranking are generally more optimistic about the future than those in countries with higher human development index rankings

UN75 ONE-MINUTE SURVEY Q6

Overall, do you think that people in 2045 will be better off, worse off, the same as you are today?

World Better Off in 2045



Base: All respondents (810,558). Cross analysed with Human Development Index ranking averages for each region. The x-axis measures the average HDI value of each region

ANNEX 3 Methodology – Pew polling

Pew Research Center, a non-profit organisation, conducted pro-bono polling in top UN-donor countries on international cooperation, global priorities and challenges, and perceptions of the United Nations. The exercise forms part of its annual Global Attitudes Survey.

Nationally representative surveys were carried out between 10 June and 3 August 2020 in Australia, Belgium, Canada, Denmark, France, Germany, Italy, Japan, the Netherlands, the Republic of Korea, Spain, Sweden, the United Kingdom and the United States.

Results were obtained through telephone interviews conducted under the direction of Abt Associates and Gallup. The sample was weighted first to correct for unequal selection probabilities and then to adjust for key socio-demographic distributions to align as closely as possible with reliable population statistics. The margin of error varied by national sample from plus or minus 3.1 percentage points to plus or minus 4.2 points. A total of 14,276 adults ages 18 and older were interviewed for the study.

More details about our international survey methodology and country-specific sample designs are available at:

<https://www.pewresearch.org/methods/international-survey-research/>

ANNEX3 Methodology – Edelman Media Analysis

Edelman analysed the global media landscape to gain insights into how megatrends are covered, including the perceived role of international cooperation – and specifically the UN – in addressing them. They analysed print, broadcast and online media (including social media) in 70 countries, covering the period May 2019 to May 2020.

1 Define issues and sub-issues

Taking the megatrends covered by UN75 as the starting point, Edelman conducted preliminary landscaping research to produce the taxonomy of global issues and sub-issues below:

Key issues					
CLIMATE CHANGE/ ENVIRONMENT	CONFLICT AND VIOLENCE	SHIFTING DEMOGRAPHICS	INEQUALITIES	TECHNOLOGY OPPORTUNITIES AND THREATS	HEALTH
Sub-topics					
GLOBAL WARMING AND ITS CONSEQUENCES	MAJOR POWER RELATIONS	OVERPOPULATION	INEQUALITIES BETWEEN COUNTRIES	EMERGING TECHNOLOGIES – BIOTECHNOLOGY, AI, BLOCKCHAIN, ROBOTICS/AUTOMATION	HEALTH SYSTEMS AND (INFRA) STRUCTURES (ACCESS TO)
NATURAL RESOURCES SCARCITY / SHORTAGE	WEAPONS	AGEING POPULATION	DOMESTIC ECONOMIC INE- QUALITIES	ACCESS TO INFORMATION AND COMMUNICATIONS TECHNOLOGY	NEW DISEASES, PANDEMIC
BIODIVERSITY (WILDLIFE AND PLANTLIFE)	UNREST	YOUTH POPULATION	IDENTITY-BASED INEQUA- LITIES	MISINFORMATION	NON-COMMUNICABLE DISEASES
WATER, AIR AND SOIL POLLUTION	POLITICAL VIOLENCE	MIGRATION, INCLUDING LABOUR MIGRATION, RURAL TO URBAN MIGRATION	ACCESS TO BASIC SERVICES (HEALTH, EDUCATION, WATER, FOOD AND SANITATION)	CYBERCRIME/CYBER ATTACKS	ANTIMICROBIAL RESISTANCE
RENEWABLE ENERGY	ORGANIZED CRIME	DISPLACEMENT – INCLUDING INTERNALLY DISPLACED PERSONS AND REFUGEES	ACCESS TO JUSTICE	CHILD / SEXUAL EXPLOITA- TION AND ABUSE	MENTAL HEALTH
	VIOLENCE AGAINST WOMEN AND GIRLS	URBANIZATION – CITIES AND MEGACITIES	ACCESS TO DECENT WORK WITH FAIR AND EQUAL PAY		CHILD AND MATERNAL MORTALITY
	CYBER VIOLENCE (BULLYING, INTIMIDATION AND HARAS- SMENT)				SEXUAL AND REPRODUCTIVE CARE, FAMILY PLANNING
	CYBER CONFLICT / WARFARE				AFFORDABLE VACCINES AND MEDICINES
					EARLY WARNING SYSTEMS FOR GLOBAL HEALTH

UN75 Global Surveys CRITICAL REVIEW EVALUATION FROM A 'TACTICAL PERSPECTIVE'

- Total number of contacts 13 Million (All five data streams)
- One minuet survey 810,558 interviews (Still running).
- Edelman sample 36 states, for 35,777 interviews, June 16 to July 20 (Questionnaire and top line results presently not available).
- PEW sample 14 'advanced economy' states, approx. 1500 interviews per state, June 10 to August 3 but not included in the analysis (Go to PEW website for details).
- Regional analysis unbalanced (e.g. 2 Western and 4 Eastern Europe states).
- Problems with Sample, Question design, Field work methodology, Tabulation and analysis of results. Arguably grade 'F' on 'Fitness Test'.
- However 'B+' for effort to view the world globally.

1. What should the international community prioritize to recover better from the pandemic? Select up to THREE.

1. Prioritize universal access to healthcare
2. Increase support to the hardest hit countries and communities
3. Strengthen solidarity between people and nations
4. Invest more in education and youth programmes
5. Achieve universal access to safe water and sanitation
6. Address inequalities that have deepened as a result of Covid-19
7. Rethink the global economy
8. Tackle the climate crisis with greater urgency
9. Increase efforts to prevent and reduce conflict and violence
10. Make human rights central to recovery plans
11. Achieve universal and affordable access to digital technologies
12. Modernize international organizations to deliver better results

2. Taking a longer view, if you picture the world you want in 25 years, what three things would you most want to see?

1. More environmental protection
2. Better access to healthcare
3. More respect for human rights
4. Better access to education
5. Less conflict
6. More sustainable consumption and production
7. More employment opportunities
8. Greater equality between countries
9. Greater equality within countries
10. Greater equality between men and women
11. Better management of international migration

3. Which of these global trends do you think will most affect our future?
Select up to THREE

1. Climate change and environmental issues
2. Risks related to health
3. Armed conflict and politically motivated violence
4. Risks arising from new technologies
5. Nuclear weapons and other weapons of mass destruction
6. Rapid changes in our populations
7. Breakdown in relations between countries
8. Cyber warfare and new forms of weapons
9. Forced migration and displacement
10. Risk of terrorism
11. Organised crime



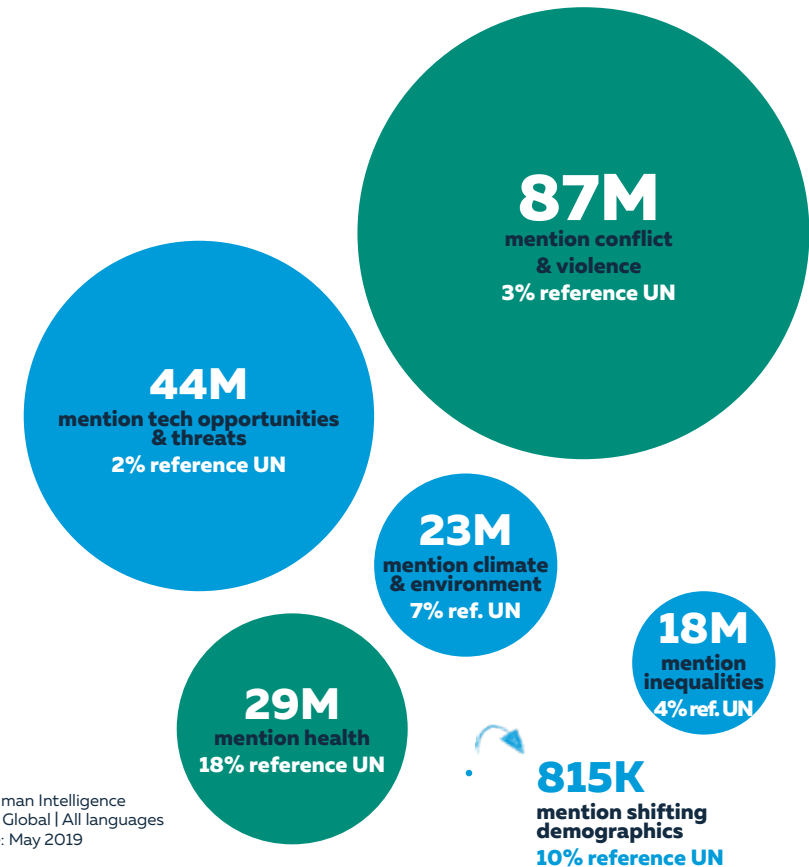
Botswana, UN Botswana



KEY FINDING 8

Four in ten respondents say they know little or nothing about the UN

Analysis of the media undertaken in 70 countries indicates that media coverage of the UN is low, with media coverage associating the UN most frequently with conflict and health.



Source: Edelman Intelligence
Discovery+ | Global | All languages
| Date range: May 2019
– May 2020

Longer-term priorities for the future we want, by region

UN75 ONE-MINUTE SURVEY Q2

Taking a longer view, if you picture the world you want in 25 years, what three things would you most want to see?

Each respondent could select up to three responses.

Base 807,092 respondents: Central & Southern Asia (243,800), Eastern & South-Eastern Asia (81,205), Europe (121,388), Latin America & Caribbean (61,599), North America (29,184), Northern Africa & Western Asia (64,694), Oceania & Antarctica (14,598), Sub-Saharan Africa (190,624).

NORTH AMERICA

1. Environmental protection
2. Respect for human rights
3. Sustainable consumption/production

EUROPE

1. Environmental protection
2. Respect for human rights
3. Sustainable consumption/production

NORTHERN AFRICA & WESTERN ASIA

1. Respect for human rights
2. Less conflict
3. Environmental protection

CENTRAL & SOUTHERN ASIA

1. Environmental protection
2. Better healthcare access
3. Better education access

EASTERN & SOUTH-EASTERN ASIA

1. Environmental protection
2. Less conflict
3. Respect for human rights

LATIN AMERICA & CARIBBEAN

1. Environmental protection
2. Better education access
3. Sustainable consumption/production

SUB-SAHARAN AFRICA

1. Better healthcare access
2. More employment opportunities
3. Less conflict

OCEANIA & ANTARCTICA

1. Better healthcare access
2. Environmental protection
3. More employment opportunities

Additional UN75 Questions

4. How important – or not – is it for countries to work together to manage the above trends?

- Essential, Very important, Fairly important, Not very important, Not important at all

5. Has COVID-19 changed your views on cooperation between countries?

No- it has not changed my views

Yes – now favour LESS cooperation

Yes – now favour MORE cooperation

6. Overall, do you think that people in 2045 will be better off, worse off, the same as you are today?

- Better, Worse, Same

7. What would you advise the UN Secretary-General to do to address these global trends?
(OPTIONAL – 140 characters)



KEY FINDING 7

Across all age groups, women see a greater need for countries to work together than men

UN75 ONE-MINUTE SURVEY Q6

How important do you feel it is for countries to work together to address global trends?



Base: 798,224 respondents, excludes responses collected through mobile phone applications.

SUSTAINABLE DEVELOPMENT GOALS



SDG 16 – Peace, Justice and Strong Institutions - Targets

16.1 Significantly reduce all forms of violence and related death rates everywhere
16.2 End abuse, exploitation, trafficking and all forms of violence against and torture of children
16.3 Promote the rule of law at the national and international levels and ensure equal access to justice for all
16.4 By 2030, significantly reduce illicit financial and arms flows, strengthen the recovery and return of stolen assets and combat all forms of organized crime
16.5 Substantially reduce corruption and bribery in all their forms
16.6 Develop effective, accountable and transparent institutions at all levels
16.7 Ensure responsive, inclusive, participatory and representative decision-making at all levels
16.8 Broaden and strengthen the participation of developing countries in the institutions of global governance
16.9 By 2030, provide legal identity for all, including birth registration
16.10 Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements
16.a Strengthen relevant national institutions, including through international cooperation, for building capacity at all levels, in particular in developing countries, to prevent violence and combat terrorism and crime
16.b Promote and enforce non-discriminatory laws and policies for sustainable development

SDG 16.1 Target and Indicators vis 'Peace Polls' socio-metric questions

'Significantly reduce all forms of violence and related death rates everywhere'

16.1.1 Number of victims of intentional homicide per 100,000 population, by sex and age

16.1.2 Conflict-related deaths per 100,000 population, by sex, age and cause

16.1.3 Proportion of population subjected to (a) physical violence, (b) psychological violence and (c) sexual violence in the previous 12 months

16.1.4 Proportion of population that feel safe walking alone around the area they live

Question 2.4 And as a result of the violent conflict please indicate if you or any member of your family has been the victim of:

- *2.4.1 Violent riots/protests... Yes/No*
- *2.4.2 Violent attack... Yes/No*
- *2.4.3 Damage and/or loss of property... Yes/No*
- *2.4.4 Physical harm... Yes/No*
- *2.4.5 Arrest... Yes/No*
- *2.4.6 Imprisonment... Yes/No*
- *2.4.7 Torture... Yes/No*
- *2.4.8 Death... Yes/No*

ANALYSIS FROM A STRATEGIC PERSPECTIVE

- UN75 Analysis global (e.g. gender) and regional (HDI)
- WAPOR 2011-17 Seven panels on global polling as an academic field
- But no global client! Polling agencies are tied to national clients.
- Secretary General has taken a bold step with a 'global public opinion poll' where everyone is a 'citizen of the world'
- As noted in the 'youth' and 'gender' analysis.
- As also noted in the regional analysis although the samples are questionable.
- Every adult is counted as part of a 'global universe' in a strictly statistical sense.
- But how can this strategic analytical perspective be given tactical accuracy and validity going forward?

PROPOSAL FOR LOOKING AHEAD: THE OPTION TO CHOOSE A GLOBAL-CENTRIC POLLING APPROACH

- The Global-Centric approach treats the world population as a single (global) universe in the same way as state/country samples are stratified. So statistically there is nothing new in this!
- ‘So called’ global samples that simply average groups of state samples do not treat every citizen the same with an equal chance of being sampled. This is only true within each state sample.
- Global-Centric samples overcome this problem and it is appropriate for the Secretary General of the UN to take this approach given the UN’s global responsibilities to solve global problems.
- Cost effective 100,000 annual Global-Centric samples can be collected with 4x25,000 samples for monitoring and tracking purposes.

Conclusion

- Global Centric Samples
- Tracking and Monitoring
- Demographics
- Cover all SDGs
- Cover all SDG Targets and Indicators
- Peace Poll style sociometric questions
- Peace Poll style 'Solutions' to 'Problems' questions
- Policy development with stakeholders designing the research

Colin Irwin



The People's Peace Second Edition

Public Opinion, Public
Diplomacy and World Peace

References

- PeacePolls.org:
 - <http://www.peacepolls.org>
- Gilani Research Foundation:
 - <https://www.gilanifoundation.com>
- 'The People's Peace' Book...
 - <https://peacepolls.etinu.net/peacepolls/documents/008880.pdf>
- UN75 Report
 - <https://www.un.org/en/un75/presskit>