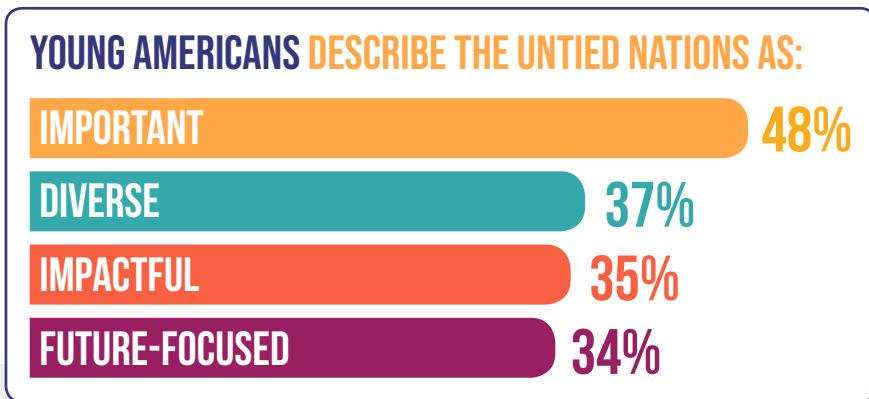
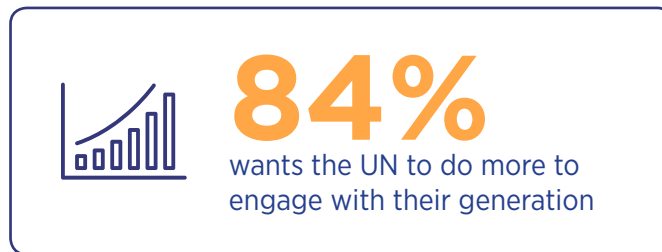


UN YOUTH PERCEPTION SURVEY

Research Shows Millennials and Gen Z in America Strongly Support the UN, but have Little Understanding of the Sustainable Development Goals

LICENSE TO LEAD



DESPITE THEIR LACK OF KNOWLEDGE ABOUT THE 17 SDGS...



28%
No Poverty

28%
Zero Hunger

27%
Clean Water +
Sanitation

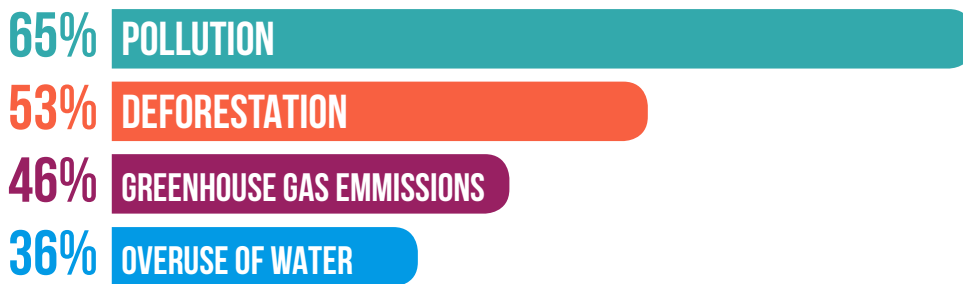
21%
Quality
Education

20%
Good Health and
Well-being

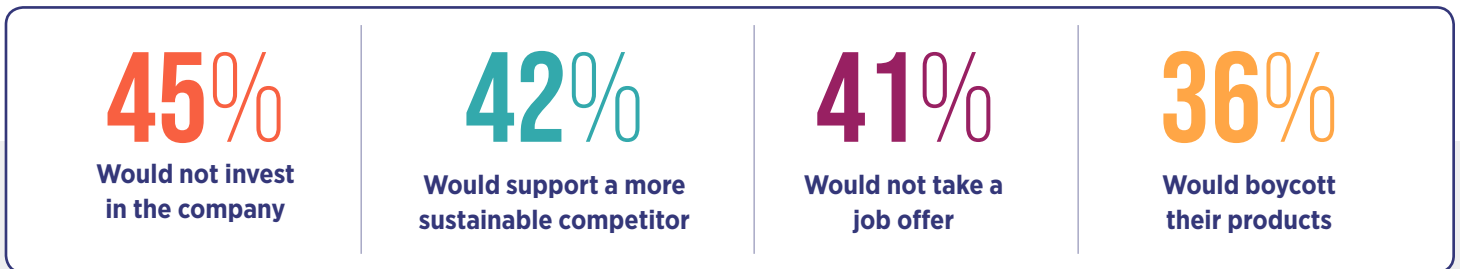
WHO IS ACCOUNTABLE TO ADDRESS THESE CHALLENGES?



96% OF MILLENNIALS AND GEN Z ARE CONCERNED ABOUT HUMAN CAUSES OF CLIMATE CHANGE



84% OF YOUNG PEOPLE WOULD TAKE ACTION TO HOLD COMPANIES ACCOUNTABLE FOR CLIMATE CHANGE



TVS AND NEWSPAPER ARE THE MOST TRUSTED MEDIUMS TO DELIVER NEWS ABOUT THE SDGs



Edelman interviewed 1,000 young Americans, ages 16-22 (Gen Z) and ages 23-38 (Millennials), this past August ahead of the 74th UN General Assembly. For additional information and access to the complete research, please visit www.edelman.com.

