

Sub-Saharan Africans Rank the Millennium Development Goals (MDGs)

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Introduction

Launched in 2005, the annual Gallup World Poll (GWP) continually surveys a representative sample of 95% of the Earth's population to assess a wide range of key social, political, and economic indicators such as health, education, work, confidence in national institutions, religion, and other factors critical to well-being. Gallup uses national probability samples, representative of the population aged 15 or older in each country, except where security issues or infrastructure limitations prohibit¹ interviewing. In sub-Saharan Africa, 26 countries were included in the 2006 poll with random samples of at least 1,000 adults in each country, for a total sample size of 26,506 interviews.

In addition to a set of core questions, respondents were asked a series of questions about topics pertaining to sub-Saharan Africa². Among these topics, respondents were asked to rank the United Nations Millennium Development Goals (MDGs) in order of importance to them as individuals. The United Nations introduced the MDGs in 2000 when world leaders convened to develop a plan to improve the quality of life in developing countries by taking steps to reduce poverty, hunger, illiteracy, and disease by 2015. The Gallup World Poll survey questions represent the first effort that we know of to obtain the opinions of sub-Saharan Africans on the MDGs. Having respondents rank the MDGs offers a new and important perspective — the voice of the people of sub-Saharan Africa — to determine the relevance and success of policy and program outcomes in Africa.

¹ For example, the 2006 survey excluded areas with landmines in Angola, as well as Northern provinces in Uganda, where the Lord's Resistance Army is active.

² Other regions in the GWP include Asia, the Former Soviet Union, Latin and Central America, countries with large Muslim populations (mostly in the Middle East), and the West. In every region except the West, regional issues are addressed.

After a brief description of the design of the GWP, this paper reviews the MDGs, describes the method used to collect the rankings of the MDGs, and then presents the results of the ranking of the goals and targets by sub-Saharan Africans. The rankings are presented for all 26 countries in the 2006 GWP of sub-Saharan Africa, as well as by various demographics, and at the country and regional levels.

The Gallup World Poll

The GWP's driving design principle is to conduct nationally representative surveys (Tortora, Srinivasan, & Esipova, in press) in each country. Gallup employs two survey design methods: a Random-Digit-Dial (RDD) telephone survey and a face-to-face personal interview survey. We use the RDD design in countries or regions where an adequate telephone frame exists, such as the United States, Canada, Western Europe, Japan, Australia, and New Zealand. In the developing world, the survey design is based on an area sampling frame, and the survey is conducted using personal (face-to-face) interviewing. In most cases, the country's area frame is based on the latest population census available from its central statistics office. The area frame sample is selected as a stratified multistage random sample with proportional allocation to the following strata:

1. Cities with a population of 1 million or more
2. Cities with a population between 500,000 to 999,999
3. Cities with a population between 100,000 to 499,999
4. Cities with a population between 50,000 to 99,999
5. Towns with a population between 10,000 to 49,999
6. Towns/Rural villages with a population under 10,000

In smaller countries, one or more strata as defined above may be nonexistent. For example, Kyrgyzstan and Rwanda have no cities with a population of 1 million or more. But in larger countries such as India and China, we further expand the stratification to include cities with populations of 5 million or more.

Primary Sampling Units (PSUs) are selected in each sampling stratum in proportion to the census population. Typically each PSU has a name that associates it with a geographic area in the country. To select the PSU within each stratum, the PSUs are alphabetized and a systematic sample of between

100 and 125 PSUs is chosen. Depending on the number selected, 8 to 10 interviews are obtained in each PSU for a total of 1,000 interviews per country. In some cases, an oversample is also selected to obtain more reliable estimates for a geographic area, such as a country's capital city or urban area.

Since there is no prelisting of households in selected PSUs, we use a random route procedure for household selection. Two methods are used to select the adult (aged 15 or older) to be interviewed. For telephone surveys, the GWP uses the latest birthday method, and for face-to-face surveys, either the latest birthday method or the Kish Grid is used. Once collected and edited, the data are weighted to national population totals by age, gender, and, where available, education levels.

Generally, the questionnaire consists of two parts — the core questions and a set of regional questions. Only the core questions are asked in telephone surveys, and these provide the basis for several indexes including Well-Being, Law and Order, Food and Shelter, Work, Economics, and Health (Gallup, 2007). In countries where face-to-face surveys are used, the GWP includes tailored sets of questions that follow the core questionnaire. To simplify questionnaire content, the GWP is divided into several regions. Region-specific questions have been developed for Muslim nations, former Soviet Union countries, the Balkans, sub-Saharan Africa, Latin America, China and India, South Asia, and Israel and the Palestinian Territories. Once questionnaire content is finalized, it is translated into the major languages in each country.

In sub-Saharan Africa, for example, topics include housing tenure, use of malaria-preventing bed nets, entrepreneurship, country friendliness toward business, natural resource use/misuse, education, HIV/AIDS, access to safe drinking water, and use of sanitation facilities. Additionally, a critical set of questions asks respondents to rank the Millennium Development Goals.

The Millennium Development Goals

In 2000, the United Nations adopted the Millennium Declaration and the Millennium Development Goals, which have been described as a “universal framework for development and a means for developing countries and their development partners to work together in pursuit of a shared future for all” (United Nations, 2007). Initially, the U.N. envisioned accomplishing the MDGs by 2015. However, in the 2007 Millennium Development Goals Report (United Nations, 2007), Ban Ki-moon, Secretary-General of the United Nations, noted

that, “So far, our collective record is mixed. The results presented in this report suggest that there have been some gains, and that success is still possible in most parts of the world. But they also point to how much remains to be done.” The goals are as follows:

Goal 1: Eradicate extreme poverty and hunger (by halving, between 1990 and 2015, the proportion of people whose income is less than \$1 a day).

Goal 2: Achieve universal primary education.

Goal 3: Promote gender equality and empower women.

Goal 4: Reduce child mortality.

Goal 5: Improve maternal health.

Goal 6: Combat HIV/AIDs, malaria and other diseases.

Goal 7: Ensure environmental sustainability.

Goal 8: Develop a global partnership for development.

Clearly, the MDGs are important to improving life in the developing world, but as the U.N. Secretary-General acknowledged, it remains uncertain as to whether the goals can be accomplished by 2015. And as José Antonio Ocampo, former U.N. Under-Secretary-General for Economic and Social Affairs, noted in the 2007 Millennium Development Goals Report, “The results [of progress] are, predictably, uneven.” Of course, this unevenness is widespread across sub-Saharan Africa.

However, considerable effort has gone into attempting to meet the MDGs. For example, the United Nations Development Fund for Women (UNIFEM) has dedicated substantial resources to improving primary and secondary education and empowering women. Poverty Reduction Strategy Papers (PRSPs) (United Nations, 2002) help Heavily Indebted Poor Countries, most of which are in sub-Saharan Africa, organize planning and policy to develop a roadmap to follow for poverty reduction. The PRSPs pay particular attention to education and health services and require that the opinions of the country’s poor be used in developing the plan. Narayan, Patel, Schafft, Rademacher, and Koche-Shulte (2000) report on these opinions using mainly qualitative tools, including content analysis, in a Participatory Poverty Assessment to provide the poor’s input.

Except for these qualitative assessments, there appears to be little other input from sub-Saharan Africans on the MDGs. This paper introduces a quantitative assessment of the importance of the MDGs to sub-Saharan Africans. In addition to overall rankings, this paper presents findings by various demographic groups and reveals rankings by country and region, comparing them with overall rankings. On the way toward reaching the MDGs, the rankings of these goals by sub-Saharan Africans in order of importance to them as individuals provides some critical data to help inform the public policy debate on this issue. Taking into account the voices of the people may help refocus priorities and communications strategies that go along with achieving the MDGs.

Method of Ranking the Millennium Development Goals

Gallup identified 12 goals or sub-goals, identified hereafter as goals, which respondents were asked to rank. Since it is difficult for anyone to rank a series of 12 items, the goals were randomly assigned in groups of six to each respondent. Respondents were asked to rank proxy goals, which were randomized as follows: The 12 goals were assigned randomly to two groups for each day of the week, and then for a given day of the week one group was randomly assigned to male respondents and the other to female respondents. Showcards displayed the list of items to be ranked. Interviewers were instructed to read the entire list to illiterate respondents (the estimated weighted mean reading illiteracy³ rate in these 26 countries is 25.3%); each time the respondent ranked a goal, the interviewer read the remaining list and the process was repeated until five of the six items were ranked. Then the interviewer assigned the remaining item a rank of 6. We examined the data for day-of-week effects, as well as gender and literacy effects. No consistent effects were found (see Table 2 and Table 7 for gender and illiteracy rankings). Figures 1, 2, and 3 graphically illustrate the day-of-week analysis. The upper and lower limits show the 95% confidence intervals for reducing poverty, hunger, and the spread of HIV/AIDS. Similar results were found for the other goals.

³ To measure illiteracy, the interviewer handed an upside-down showcard to respondents with fewer than two years of formal education. On the showcard, it said, "Please read this sentence to me" in the major languages of the country. Respondents who did not turn the showcard right-side up and could not read one of the sentences were classified as reading illiterate.

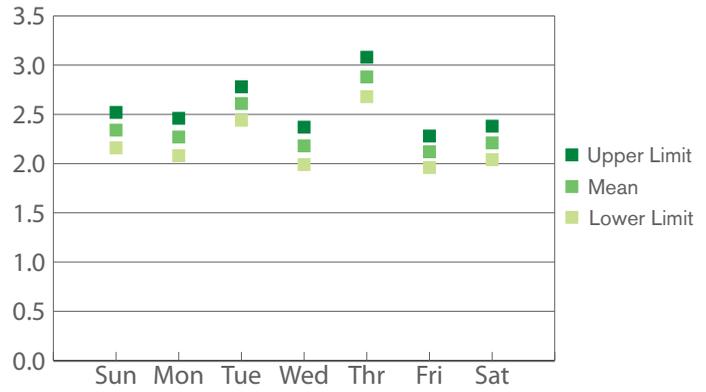


Figure 1: Reducing Poverty

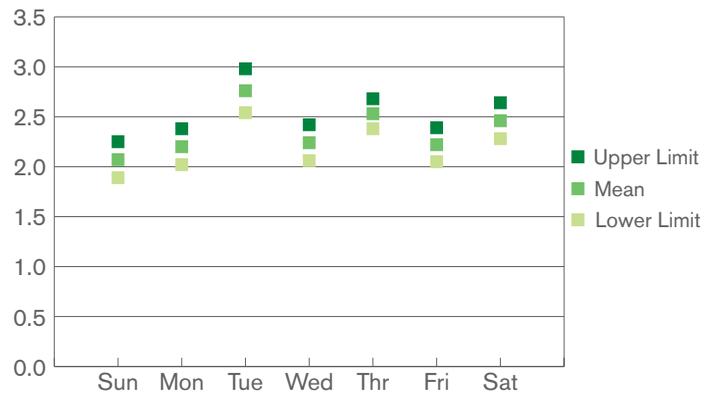


Figure 2: Reducing Hunger

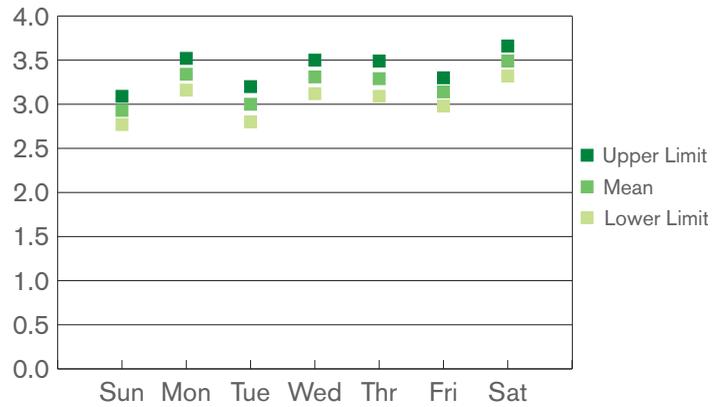


Figure 3: Reducing the Spread of HIV/AIDS

One randomly assigned grouping of goals reads as follows: “Could you please rank the following elements on this card in order of importance for you as an individual? 1 being the most important and 6 the least important.

LIST ON (SHOW) CARD:

- _____ providing more jobs for youth
- _____ achieving primary education for all
- _____ reducing the spread of malaria and TB
- _____ improving access to safe drinking water
- _____ reducing the death rate among children under five
- _____ reducing poverty”

Another random grouping reads: “Could you please rank the following elements on this card in order of importance for you as an individual? 1 being the most important and 6 the least important.

LIST ON (SHOW) CARD:

- _____ reducing the number of women dying during childbirth
- _____ reducing the spread of HIV/AIDS
- _____ achieving gender equality and empowering women
- _____ improving access to sanitation facilities
- _____ providing access to new technology
- _____ reducing hunger”

The goals correspond in the following fashion to the MDGs.

Goal	MDG	Item Ranked
1.	Eradicate extreme poverty and hunger	<ul style="list-style-type: none"> ▪ Reducing poverty ▪ Reducing hunger
2.	Achieve universal primary education	<ul style="list-style-type: none"> ▪ Achieving primary education for all
3.	Promote gender equality and the power of women	<ul style="list-style-type: none"> ▪ Achieving gender equality and empowering women
4.	Reduce child mortality	<ul style="list-style-type: none"> ▪ Reducing the death rate among children under five
5.	Improve maternal health	<ul style="list-style-type: none"> ▪ Reducing the number of women dying during childbirth
6.	Combat HIV/AIDs, malaria, and other diseases	<ul style="list-style-type: none"> ▪ Reducing the spread of HIV/AIDS ▪ Reducing the spread of malaria and TB
7.	Ensure environmental sustainability	<ul style="list-style-type: none"> ▪ Improving access to safe drinking water ▪ Improving access to sanitation facilities
8.	Develop a global partnership for development	<ul style="list-style-type: none"> ▪ Providing access to new technology ▪ Providing more jobs for youth

For each item, Gallup calculated a mean ranking. Since six items were ranked per completed survey, the means can range between 1 (Most Important) to 6 (Least Important), where the closer to 1 an item is ranked, the more important it is to the individuals surveyed. In the next section, we present the rankings of the MDGs across the 26 countries surveyed along with various demographic comparisons.

The Rankings

Table 1 presents the overall rankings of the MDGs as well as the difference between adjacent scores. The rankings for each country are weighted by the ratio of the population aged 15 or older in a particular country to the total population aged 15 or older for all 26 countries.

Rank	MDG	Weighted Average Score	n	Successive Difference of Weighted Average Scores
1.	Reducing poverty	2.41	13,200	NA
2.	Reducing hunger	2.48	13,153	-0.07
3.	Reducing the spread of HIV/AIDS	3.05	13,261	-0.57
4.	Providing more jobs for youth	3.17	13,239	-0.12
5.	Reducing the death rate among children under five	3.34	13,545	-0.17
6.	Reducing the number of women dying during childbirth	3.38	13,160	-0.04
7.	Achieving primary education for all	3.62	13,052	-0.24
8.	Reducing the spread of malaria and TB	3.64	13,346	-0.02
9.	Improving access to safe drinking water	3.75	13,516	-0.11
10.	Improving access to sanitation facilities	4.09	12,901	-0.34
11.	Achieving gender equality and empowering women	4.38	13,261	-0.29
12.	Providing access to new technology	4.65	13,305	-0.27

Across the 26 countries, sub-Saharan Africans rank reducing poverty (2.41) and reducing hunger (2.48) as the top two most important goals for them as individuals, with a difference between the two rankings of -0.07. Reducing the spread of HIV/AIDS drops by a relatively large difference of -0.57 with a weighted mean score of 3.05. This is the largest drop-off in the rankings of all 12 goals. Reducing the spread of HIV/AIDS is closely followed by creating more jobs for youth (3.17), with a difference between the two goals of -0.12. The fifth-ranked goal, reducing the death rate among children under five, has a weighted mean score of 3.34, a difference of -0.17 from job creation for youth, and just ahead of reducing the number of women dying during childbirth (3.38). Ranked seventh is achieving primary education for all (3.62), with a drop-off of -0.24 from the goal of reducing maternal mortality. Following closely behind achieving universal primary education are reducing the spread of malaria and TB (3.64) and improving access to safe drinking water (3.75). The tenth-ranked goal, improving access to sanitation facilities (4.09), drops off -0.34 from improving access to safe drinking water (the second largest drop-off). Sub-Saharan Africans rank achieving gender equality and empowering women as the eleventh most important goal (4.38), with a difference from the previous goal of -0.29 (the third largest drop-off). Providing access to new technology is the last-ranked goal (4.65), with a drop-off of -0.27. How do these rankings change by demographics?

Tables 2, 3, 4, 5, 6, and 7 compare the rankings by gender, age, education, urbanization, employment, and literacy, respectively. Each table shows the goals in decreasing order of importance along with the overall weighted mean scores.

Table 2: MDG Rankings by Gender			
MDGs Ranked by Women	Weighted Mean Score	MDGs Ranked by Men	Weighted Mean Score
Reducing hunger	2.44	Reducing poverty	2.31
Reducing poverty	2.53	Reducing hunger	2.57
Reducing the spread of HIV/AIDS	3.09	Reducing the spread of HIV/AIDS	2.99
Reducing the number of women dying during childbirth	3.17	Providing more jobs for youth	3.01
Providing more jobs for youth	3.29	Reducing the death rate among children under five	3.41
Reducing the death rate among children under five	3.31	Reducing the number of women dying during childbirth	3.47
Reducing the spread of malaria and TB	3.66	Achieving primary education for all	3.57
Improving access to safe drinking water	3.74	Reducing the spread of malaria and TB	3.61
Achieving primary education for all	3.96	Improving access to safe drinking water	3.77
Improving access to sanitation facilities	3.97	Improving access to sanitation facilities	4.12
Achieving gender equality and empowering women	4.25	Providing access to new technology	4.48
Providing access to new technology	4.78	Achieving gender equality and empowering women	4.57

Table 2 shows there is very little difference in the way men and women rank the MDGs. Women rank hunger reduction, followed by poverty reduction, as the “most important” MDGs. For men, these same top two goals are also the most important, but in reverse order. Women place reducing the number of women dying during childbirth as their fourth-ranked goal, slightly ahead of providing more jobs for youth. By contrast, males rank reducing maternal mortality slightly lower (sixth), and providing more jobs for youth slightly higher, as the fourth-ranked goal. Women also rank achieving universal primary education

lower than men, but both genders rank improving access to sanitation facilities, achieving gender equality and empowering women, and providing access to new technology as the least important goals for them as individuals.

Table 3 shows rankings by age groups. Except for those aged 46 and older, the order of importance of the top four goals across all age groups is the same as that for respondents across all 26 countries. Respondents aged 46 and older rank reducing maternal mortality (3.24) and reducing child mortality (3.29) slightly ahead of job creation for youth (3.33). All age groups rank improving access to sanitation facilities, achieving gender equality and empowering women, and providing access to new technology as the least important goals.

Table 3: MDG Rankings by Age Group	Weighted Mean Scores			
	15 to 18	19 to 29	30 to 45	46 and older
Reducing poverty	2.49	2.44	2.38	2.33
Reducing hunger	2.52	2.57	2.50	2.32
Reducing the spread of HIV/AIDS	2.92	3.01	3.06	3.14
Providing more jobs for youth	3.10	3.06	3.21	3.33
Reducing the death rate among children under five	3.43	3.38	3.30	3.29
Reducing the number of women dying during childbirth	3.68	3.37	3.33	3.24
Achieving primary education for all	3.51	3.63	3.60	3.70
Reducing the spread of malaria and TB	3.64	3.68	3.56	3.70
Improving access to safe drinking water	3.78	3.76	3.76	3.71
Improving access to sanitation facilities	3.97	4.12	4.16	4.07
Achieving gender equality and empowering women	4.47	4.32	4.36	4.44
Providing access to new technology	4.41	4.61	4.70	4.83

Table 4 shows the rankings by (collapsed) education levels⁴. When examining rankings by education level, we see a pattern similar to rankings by most age groups in Table 3. However, respondents with a primary education level or less rank the top two goals higher than respondents with some secondary education, 2.32 versus 2.52 for reducing poverty and 2.38 versus 2.72 for reducing hunger.

MDG	Weighted Mean Scores	
	Primary or Less	At Least Some Secondary
Reducing poverty	2.32	2.52
Reducing hunger	2.38	2.72
Reducing the spread of HIV/AIDS	3.12	2.92
Providing more jobs for youth	3.26	2.98
Reducing the death rate among children under five	3.31	3.39
Reducing the number of women dying during childbirth	3.31	3.46
Achieving primary education for all	3.70	3.56
Reducing the spread of malaria and TB	3.62	3.66
Improving access to safe drinking water	3.72	3.82
Improving access to sanitation facilities	4.08	4.13
Achieving gender equality and empowering women	4.39	4.38
Providing access to new technology	4.77	4.45

⁴Education categories are collapsed since there are too few respondents with higher tertiary or advanced levels of education and because the educational systems vary by country.

Table 5 looks at the rankings of the MDGs by level of urbanization. For purposes of this paper, “urban” is defined as respondents in PSUs in strata 1 through 4 as defined above, and “rural” is defined as respondents in PSUs in strata 5 and 6.

MDG	Weighted Mean Scores	
	Urban	Rural
Reducing poverty	2.50	2.38
Reducing hunger	2.59	2.47
Reducing the spread of HIV/AIDS	2.94	3.07
Providing more jobs for youth	3.02	3.19
Reducing the death rate among children under five	3.29	3.36
Reducing the number of women dying during childbirth	3.40	3.38
Achieving primary education for all	3.57	3.63
Reducing the spread of malaria and TB	3.70	3.64
Improving access to safe drinking water	3.82	3.75
Improving access to sanitation facilities	4.07	4.10
Achieving gender equality and empowering women	4.40	4.37
Providing access to new technology	4.60	4.65

Rural respondents rank poverty and hunger reduction slightly more importantly than those living in urban areas, 2.38 versus 2.50 for the goal of reducing poverty, and 2.47 versus 2.59 for the goal of reducing hunger. However, both urban and rural groups rank the goals in the same order as the overall population.

Table 6 presents rankings based on how respondents answered the question, “Do you currently have a job or work (either paid or unpaid work)?”

Table 6: Rankings by Employment		
MDG	Have a Job	Do Not Have a Job
Reducing poverty	2.41	2.40
Reducing hunger	2.51	2.47
Reducing the spread of HIV/AIDS	3.02	3.05
Providing more jobs for youth	3.09	3.22
Reducing the death rate among children under five	3.36	3.30
Reducing the number of women dying during childbirth	3.34	3.44
Achieving primary education for all	3.62	3.63
Reducing the spread of malaria and TB	3.61	3.67
Improving access to safe drinking water	3.80	3.73
Improving access to sanitation facilities	4.10	4.07
Achieving gender equality and empowering women	4.41	4.37
Providing access to new technology	4.63	4.68

Here again, regardless of whether respondents are employed or not, the ranking pattern remains the same, especially in the top four goals (reducing poverty, hunger, and the spread of HIV/AIDS and creating jobs for youth) and the bottom three goals (improving access to sanitation facilities, achieving gender equality and empowering women, and providing access to new technology). Table 7 concludes the section with the rankings by reading literacy.

Table 7: MDG Rankings by Reading Literacy

MDGs Ranked by Cannot Read	Weighted Mean Score	MDGs Ranked by Can Read	Weighted Mean Score
Reducing hunger	2.26	Reducing poverty	2.42
Reducing poverty	2.36	Reducing hunger	2.55
Reducing the spread of HIV/AIDS	3.12	Reducing the spread of HIV/AIDS	3.01
Reducing the death rate among children under five	3.26	Providing more jobs for youth	3.08
Reducing the number of women dying during childbirth	3.29	Reducing the death rate among children under five	3.38
Providing more jobs for youth	3.39	Reducing the number of women dying during childbirth	3.41
Reducing the spread of malaria and TB	3.58	Achieving primary education for all	3.58
Improving access to safe drinking water	3.65	Reducing the spread of malaria and TB	3.68
Achieving primary education for all	3.80	Improving access to safe drinking water	3.79
Improving access to sanitation facilities	3.92	Improving access to sanitation facilities	4.14
Achieving gender equality and empowering women	4.47	Providing access to new technology	4.57
Providing access to new technology	4.97	Achieving gender equality and empowering women	4.36

Those who can read (about 75% of the population in these 26 countries) produce a rank almost identical to the entire population, except that they rank providing access to new technology ahead of achieving gender equality and empowerment among women. Those who cannot read rank the top two goals only slightly differently, with reducing hunger ranked first and reducing poverty ranked second. Additionally, those who cannot read rank reducing child and maternal mortality ahead of jobs for youth, and they rank reducing the spread of malaria and TB and improved access to safe drinking water ahead of achieving primary education for all. The last three rankings in both groups are improving access to sanitation facilities, achieving gender equality and empowering women,

and providing access to new technology, although the order of the last two is different between the two groups.

In the next section, we examine variations in the rankings of the MDGs by country.

Rankings by Country

Sub-Saharan Africans rank the MDGs in order of importance for them as individuals in a fairly consistent pattern. The top four and bottom three goals remain the same across levels of education, urbanization, and employment, and only small variations are seen by age, gender, and literacy. But are there any variations in the rankings across countries? In order to examine this issue, we conducted an analysis of variance (ANOVA) to compare the mean scores of each goal across the 26 countries. The independent variable (factor) is “country.”

Table 8 summarizes the results of an ANOVA on the 12 goals, where “country” is the factor for comparison.

Table 8: ANOVA by Country	DF	F	Significance
Reducing poverty	25	29.44	0
Reducing hunger	25	21.261	0
Reducing the spread of HIV/AIDS	25	130.562	0
Providing more jobs for youth	25	43.184	0
Reducing the death rate among children under five	25	29.932	0
Reducing the number of women dying during childbirth	25	33.628	0
Achieving primary education for all	25	12.328	0
Reducing the spread of malaria and TB	25	12.225	0
Improving access to safe drinking water	25	15.646	0
Improving access to sanitation facilities	25	31.901	0
Achieving gender equality and empowering women	25	15.029	0
Providing access to new technology	25	20.015	0

Appendix A contains the mean scores by MDG by country along with the 95% confidence limits for each score. The confidence limits are adjusted by the square root of the design effect. An examination of Appendix A shows significant differences⁵ among MDG rankings by country. For example, a comparison of public attitudes regarding the importance of reducing poverty in Angola and Benin shows that the two confidence intervals do not overlap. In Angola, the mean score for the poverty reduction goal is 2.79, with lower and upper limits of 2.48 and 3.1, respectively. In Benin, however, the mean score for the poverty reduction goal is 1.94, with lower and upper limits of 1.76 and 2.12, respectively. In order to better understand such differences, we compared the rankings of each goal in each country with the overall ranking of the corresponding goal across sub-Saharan Africa. Furthermore, we grouped these comparisons by region within sub-Saharan Africa (West, Central, East, and Southern Africa), using the rank order of Table 1, which displays the goals in decreasing order of importance as rated by sub-Saharan Africans (e.g., reducing poverty has a rank of 1, reducing hunger has a rank of 2, down to providing access to new technology with a rank of 12).

Tables 9 through 12 show the rankings by country in each region. In addition, results for each country are compared to the overall sub-Saharan Africa rankings by calculating the mean absolute deviation of each country's goal ranking from the ranking of the goal overall. The smaller the absolute mean deviation, the closer the agreement with the overall sub-Saharan Africa rankings. An absolute deviation of zero means exact agreement with the overall rankings. The mean absolute deviation across all 26 countries is 1.2.

⁵Based on comparing 95% confidence intervals.

Table 9: MDG Ranks by Country in East Africa

MDG	Burundi	Ethiopia	Kenya	Rwanda	Tanzania	Uganda
Reducing poverty	2	2	4	2	2	1
Reducing hunger	1	1	3	1	1	3
Reducing the spread of HIV/AIDS	3	3	1	3	3	2
Providing more jobs for youth	8	6	3	7	5	4
Reducing the death rate among children under five	4	5	6	5	4	7
Reducing the number of women dying during childbirth	6	4	5	4	6	9
Achieving primary education for all	5	9	8	6	7	5
Reducing the spread of malaria and TB	10	6	7	8	8	6
Improving access to safe drinking water	7	8	9	9	10	8
Improving access to sanitation facilities	9	11	10	11	11	10
Achieving gender equality and empowering women	11	10	11	10	9	12
Providing access to new technology	12	12	12	12	12	11
Mean Absolute Deviation from the overall sub-Saharan Ranking	1.2	1.1	0.9	0.8	0.7	1.2

Table 10: MDG Ranks by Country in Southern Africa

MDG	Angola	Botswana	Madagascar	Malawi	Mozambique	South Africa	Zambia	Zimbabwe
Reducing poverty	2	3	1	2	1	2	2	3
Reducing hunger	1	4	2	1	2	3	4	2
Reducing the spread of HIV/AIDS	4	1	11	3	3	1	1	1
Providing more jobs for youth	3	2	3	9	7	3	3	4
Reducing the death rate among children under five	6	6	5	6	4	8	7	6
Reducing the number of women dying during childbirth	5	8	6	4	5	10	6	8
Achieving primary education for all	8	5	4	7	9	7	5	7

Continued. . .

Continued. . .

Reducing the spread of malaria and TB	7	9	8	5	6	6	8	5
Improving access to safe drinking water	10	6	7	8	8	5	9	10
Improving access to sanitation facilities	9	10	9	10	10	9	10	9
Achieving gender equality and empowering women	11	11	10	11	11	11	11	11
Providing access to new technology	12	12	12	12	12	12	12	12
Mean Absolute Deviation from the overall sub-Saharan Ranking	0.8	1.4	1.3	1.2	0.8	1.6	0.8	1

Table 11: MDG Ranks by Country in Central Africa

MDG	Cameroon	Chad
Reducing poverty	1	2
Reducing hunger	2	1
Reducing the spread of HIV/AIDS	4	3
Providing more jobs for youth	3	10
Reducing the death rate among children under five	7	5
Reducing the number of women dying during childbirth	9	4
Achieving primary education for all	5	8
Reducing the spread of malaria and TB	6	9
Improving access to safe drinking water	8	7
Improving access to sanitation facilities	10	6
Achieving gender equality and empowering women	11	11
Providing access to new technology	12	12
Mean Absolute Deviation from the overall sub-Saharan Ranking	1	1.5

Tables 9 through 11, which cover East, Southern, and Central Africa, show fairly close agreement with the overall rankings of the goals. The largest deviation is observed in South Africa (1.6), and the smallest is observed in Tanzania (0.7).

However, we see more variation from the overall rankings in West Africa. While the lowest mean variation across West Africa is observed in Ghana (0.8), several countries are above the largest mean absolute deviation in the other three regions (with the highest (1.6) observed in South Africa): Benin and Senegal

(1.7 mean absolute deviation), Burkina Faso (2.1), Niger, Mauritania, and Sierra Leone (2.2), and Mali (2.3).

Table 12 shows why these different mean absolute deviations occur. Although reducing poverty and hunger remain the top two goals, and gender equality and providing access to new technology remain near the bottom of the rankings, the goal to reduce the spread of HIV/AIDS drops to 11 in Sierra Leone and to 10 in Benin, Mali, and Niger. This reduction in rank mostly reflects the fact that HIV/AIDS prevalence rates are low in West Africa compared with other regions. In addition, in most West African countries, reducing child and maternal mortality increases in rank to 3 or 4, but job creation drops to at least 6 (except in Ghana, Nigeria, and Togo). Of all regions in sub-Saharan Africa, West Africa shows the largest deviations in the goal rankings.

Table 12: MDG Ranks by Country in West Africa

MDG	Benin	Burkina Faso	Ghana	Mali	Mauritania	Niger	Nigeria	Senegal	Sierra Leone	Togo
Reducing poverty	1	2	1	2	1	1	1	1	2	1
Reducing hunger	2	1	2	1	2	2	2	2	1	2
Reducing the spread of HIV/AIDS	10	7	4	10	8	10	7	8	11	5
Providing more jobs for youth	6	8	3	9	10	9	3	6	6	3
Reducing the death rate among children under five	3	3	8	4	4	3	4	4	3	4
Reducing the number of women dying during childbirth	4	4	6	3	3	4	5	3	4	10
Achieving primary education for all	7	10	5	8	9	8	6	9	5	9
Reducing the spread of malaria and TB	9	6	9	7	6	5	9	5	10	8
Improving access to safe drinking water	5	8	7	6	5	7	8	10	7	7
Improving access to sanitation facilities	8	5	10	5	7	6	10	7	8	6
Achieving gender equality and empowering women	11	11	11	11	11	11	12	11	9	11
Providing access to new technology	12	12	12	12	12	12	11	12	12	12
Mean Absolute Deviation from the overall sub-Saharan Ranking	1.7	2.1	0.8	2.3	2.2	2.2	1	1.7	2.2	1.3

Summary and Further Research

Findings from the Gallup World Poll show how sub-Saharan Africans rank the Millennium Development Goals (MDGs) for the first time. Across 26 countries, sub-Saharan Africans surveyed ranked the reduction of poverty and the reduction of hunger as the top two most important goals for them as individuals, followed by the reduction of the spread of HIV/AIDS and job creation for youth. The next four goals, in decreasing order of importance for respondents, are the reduction of child mortality, the reduction of maternal mortality, achievement of universal education, and the reduction of the spread of malaria and TB. Finally, sub-Saharan Africans rank improving access to safe drinking water, improving access to sanitation facilities, achieving gender equality and empowering women, and providing access to new technology as the least important goals for them as individuals.

A demographic analysis of these rankings shows few differences in goal priorities by age, gender, and education level. Furthermore, when looking at the urban/rural split or employment status, the analysis also shows few variances. However, when looking at ranking variations across sub-regions, West African respondents' priorities differ the most from the overall rankings for all countries surveyed in sub-Saharan Africa. While the mean absolute deviation is 1.2 across all 26 countries, Benin and Senegal (1.7 mean absolute deviation), Burkina Faso (2.1), Niger, Mauritania, and Sierra Leone (2.2), and Mali (2.3) have larger deviations. In these countries, reducing the spread of HIV/AIDS and providing more jobs for youth drop in rank while reducing the death rate among children under five and reducing the number of women dying during childbirth increase in rank.

The Gallup World Poll findings reveal sub-Saharan Africans' top priorities: poverty and hunger reduction. And although achieving primary education for all, providing access to safe drinking water and better sanitation, achieving gender equality and empowering women, and providing access to technology are important goals, sub-Saharan Africans rank them less importantly than hunger and poverty. While the lower ranked goals are critical to improving the quality of life in sub-Saharan Africa, the link between such goals and reducing poverty and hunger may not be as clear to sub-Saharan Africans. Further investigation is warranted to ascertain how sub-Saharan Africans understand these issues. The poll findings, in turn, should help organizations develop strategies for implementation of these other goals.

In addition, further research is needed with respect to the ranking of these goals. First, the goals of reducing malaria and TB should be separated to get a clearer understanding of how important malaria is, by itself. Second, since so many programs provided to sub-Saharan Africans are delivered through or are handled by African governments, and since good governance is a key consideration for the delivery of foreign aid, the importance of reducing corruption should be included in the rankings. Third, since reducing poverty and hunger are such critical issues to sub-Saharan Africans, a ranking of the goals/targets should exclude these two goals to ascertain the impact on the rankings of the other MDGs. The Gallup World Poll is currently collecting this data in sub-Saharan Africa.

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Appendix — Country Data

Means Scores and 95% Confidence Limits* (Upper and Lower Limits) for the MDG Goals.

Country	Reducing poverty	Reducing hunger	Reducing the spread of HIV/AIDS	Providing more jobs for youth	Reducing the death rate among children under five	Reducing the number of women dying during childbirth	Achieving primary education for all	Reducing the spread of malaria and TB	Improving access to safe drinking water	Improving access to sanitation facilities	Achieving gender equality and empowering women	Providing access to new technology
Angola	2.79	2.72	3.3	3.08	3.35	3.24	3.71	3.39	3.91	3.78	4.31	4.49
Upper Limit	3.1	3.03	3.56	3.38	3.63	3.48	3.96	3.65	4.14	4.03	4.58	4.78
Lower Limit	2.48	2.41	3.04	2.78	3.07	3	3.46	3.13	3.68	3.53	4.04	4.2
Benin	1.94	2.04	4.15	3.57	2.71	3.05	3.73	3.79	3.51	3.76	4.4	5.14
Upper Limit	2.12	2.22	4.34	3.77	2.88	3.22	3.9	3.96	3.68	3.94	4.59	5.3
Lower Limit	1.76	1.86	3.96	3.37	2.54	2.88	3.56	3.62	3.34	3.58	4.21	4.98
Botswana	2.76	2.95	2.04	2.45	3.85	3.92	3.42	4.07	3.85	4.1	4.17	4.49
Upper Limit	2.91	3.1	2.2	2.6	4	4.09	3.59	4.23	4.02	4.24	4.34	4.66
Lower Limit	2.61	2.8	1.88	2.3	3.7	3.75	3.25	3.91	3.68	3.96	4	4.32
Burkina Faso	3.05	2.42	3.4	3.75	2.68	2.72	3.83	3.36	3.72	3.22	4.44	5.42
Upper Limit	3.28	2.61	3.6	3.96	2.87	2.91	4.03	3.54	3.91	3.41	4.64	5.58
Lower Limit	2.82	2.23	3.2	3.54	2.49	2.53	3.63	3.18	3.53	3.03	4.24	5.26
Burundi	2.4	2.26	2.8	3.91	3.26	3.56	3.27	3.9	3.89	3.86	4.13	4.57
Upper Limit	2.7	2.55	3.07	4.2	3.56	3.83	3.54	4.16	4.15	4.13	4.44	4.86
Lower Limit	2.1	1.97	2.53	3.62	2.96	3.29	3	3.64	3.63	3.59	3.82	4.28
Cameroon	2.11	2.63	2.94	2.84	3.55	3.79	3.31	3.52	3.72	3.81	4.81	4.9
Upper Limit	2.24	2.77	3.09	2.99	3.69	3.93	3.45	3.66	3.85	3.95	4.94	5.03
Lower Limit	1.98	2.49	2.79	2.69	3.41	3.65	3.17	3.38	3.59	3.67	4.68	4.77
Chad	2.68	2.56	3.02	3.76	3.4	3.35	3.63	3.73	3.5	3.44	4.23	4.69
Upper Limit	2.95	2.81	3.23	3.99	3.61	3.58	3.86	3.92	3.71	3.65	4.46	4.94
Lower Limit	2.41	2.31	2.81	3.53	3.19	3.12	3.4	3.54	3.29	3.23	4	4.44
Ethiopia	2.43	2.22	2.75	3.57	3.42	3.31	3.96	3.57	3.84	4.37	3.97	4.58
Upper Limit	2.71	2.51	2.99	3.84	3.7	3.58	4.22	3.83	4.09	4.62	4.24	4.84
Lower Limit	2.15	1.93	2.51	3.3	3.14	3.04	3.7	3.31	3.59	4.12	3.7	4.32
Ghana	2.71	2.85	3.32	2.92	3.53	3.41	3.39	3.67	3.5	3.85	4.33	4.56
Upper Limit	3.07	3.23	3.64	3.3	3.88	3.73	3.72	4.02	3.82	4.17	4.65	4.91
Lower Limit	2.35	2.47	3	2.54	3.18	3.09	3.06	3.32	3.18	3.53	4.01	4.21
Kenya	3.33	2.81	2.55	3.05	3.38	3.37	3.52	3.23	3.73	4.03	4.22	4.51
Upper Limit	3.62	3.09	2.76	3.32	3.64	3.59	3.76	3.49	3.93	4.26	4.45	4.77
Lower Limit	3.04	2.53	2.34	2.78	3.12	3.15	3.28	2.97	3.53	3.8	3.99	4.25
Madagascar	1.97	2.07	4.41	2.84	3.41	3.36	3.23	3.67	3.49	4.11	4.31	4.85
Upper Limit	2.14	2.25	4.58	3.03	3.6	3.55	3.4	3.84	3.67	4.28	4.47	5.01
Lower Limit	1.8	1.89	4.24	2.65	3.22	3.17	3.06	3.5	3.31	3.94	4.15	4.69
Malawi	2.33	2.21	2.56	3.79	3.47	3.4	3.59	3.46	3.63	4.23	4.52	4.79
Upper Limit	2.56	2.44	2.76	4.03	3.7	3.62	3.83	3.66	3.84	4.43	4.73	5
Lower Limit	2.1	1.98	2.36	3.55	3.24	3.18	3.35	3.26	3.42	4.03	4.31	4.58

Continued...

Continued...

Means Scores and 95% Confidence Limits* (Upper and Lower Limits) for the MDG Goals.												
Country	Reducing poverty	Reducing hunger	Reducing the spread of HIV/AIDS	Providing more jobs for youth	Reducing the death rate among children under five	Reducing the number of women dying during childbirth	Achieving primary education for all	Reducing the spread of malaria and TB	Improving access to safe drinking water	Improving access to sanitation facilities	Achieving gender equality and empowering women	Providing access to new technology
Mali	2.14	2.07	4.5	4.2	2.47	2.4	3.8	3.54	3.46	3.43	4.74	5.33
Upper Limit	2.27	2.2	4.64	4.34	2.59	2.53	3.94	3.67	3.58	3.57	4.86	5.45
Lower Limit	2.01	1.94	4.36	4.06	2.35	2.27	3.66	3.41	3.34	3.29	4.62	5.21
Mauritania	1.73	1.77	3.83	4.08	3.16	3.06	3.91	3.68	3.35	3.71	4.3	5.34
Upper Limit	1.85	1.89	3.98	4.23	3.29	3.2	4.06	3.81	3.49	3.86	4.44	5.45
Lower Limit	1.61	1.65	3.68	3.93	3.03	2.92	3.76	3.55	3.21	3.56	4.16	5.23
Mozambique	2	2.44	2.63	3.64	3.04	3.29	4.07	3.54	3.97	4.16	4.5	4.89
Upper Limit	2.13	2.61	2.76	3.79	3.19	3.44	4.2	3.68	4.1	4.3	4.64	5.04
Lower Limit	1.87	2.27	2.5	3.49	2.89	3.14	3.94	3.4	3.84	4.02	4.36	4.74
Niger	1.92	1.93	3.99	3.97	2.8	2.93	3.93	3.31	3.8	3.37	4.86	5.18
Upper Limit	2.05	2.06	4.12	4.12	2.94	3.09	4.08	3.44	3.94	3.52	5	5.32
Lower Limit	1.79	1.8	3.86	3.82	2.66	2.77	3.78	3.18	3.66	3.22	4.72	5.04
Nigeria	2.2	2.52	3.42	2.81	3.28	3.31	3.41	3.85	3.83	4.42	4.53	4.47
Upper Limit	2.4	2.74	3.63	3	3.48	3.54	3.6	4.04	4.03	4.59	4.73	4.68
Lower Limit	2	2.3	3.21	2.62	3.08	3.08	3.22	3.66	3.63	4.25	4.33	4.26
Rwanda	2.23	2.11	2.3	3.47	3.42	3.38	3.45	3.55	4.05	4.67	4.64	4.69
Upper Limit	2.36	2.23	2.4	3.61	3.55	3.5	3.58	3.67	4.16	4.78	4.75	4.81
Lower Limit	2.1	1.99	2.2	3.33	3.29	3.26	3.32	3.43	3.94	4.56	4.53	4.57
Senegal	2.44	2.5	3.85	3.42	3.28	2.5	4.08	3.25	4.19	3.84	4.48	4.94
Upper Limit	2.65	2.7	4.06	3.62	3.47	2.7	4.27	3.44	4.36	4.03	4.69	5.13
Lower Limit	2.23	2.3	3.64	3.22	3.09	2.3	3.89	3.06	4.02	3.65	4.27	4.75
Sierra Leone	2.3	2.27	4.49	3.52	2.82	3.09	3.42	4.11	3.59	3.6	4.02	4.79
Upper Limit	2.51	2.5	4.7	3.74	3.03	3.32	3.65	4.31	3.79	3.82	4.25	5
Lower Limit	2.09	2.04	4.28	3.3	2.61	2.86	3.19	3.91	3.39	3.38	3.79	4.58
South Africa	2.48	2.69	2.24	2.69	3.83	4.08	3.79	3.84	3.32	3.93	4.48	4.63
Upper Limit	2.69	2.89	2.44	2.9	4.03	4.28	4.01	4.04	3.52	4.13	4.69	4.83
Lower Limit	2.27	2.49	2.04	2.48	3.63	3.88	3.57	3.64	3.12	3.73	4.27	4.43
Tanzania	2.59	2.5	2.86	3.24	3.23	3.29	3.56	3.81	4.07	4.25	3.97	4.54
Upper Limit	2.89	2.82	3.18	3.57	3.53	3.6	3.9	4.13	4.37	4.56	4.29	4.83
Lower Limit	2.29	2.18	2.54	2.91	2.93	2.98	3.22	3.49	3.77	3.94	3.65	4.25
Togo	2.08	2.22	3.39	3.21	3.36	3.78	3.69	3.6	3.5	3.44	4.6	5.16
Upper Limit	2.21	2.36	3.54	3.36	3.51	3.93	3.84	3.73	3.64	3.58	4.74	5.28
Lower Limit	1.95	2.08	3.24	3.06	3.21	3.63	3.54	3.47	3.36	3.3	4.46	5.04
Uganda	2.04	2.67	2.58	3.18	3.68	3.75	3.62	3.47	3.69	3.88	4.92	4.34
Upper Limit	2.24	2.89	2.77	3.44	3.9	3.97	3.82	3.68	3.9	4.09	5.1	4.57
Lower Limit	1.84	2.45	2.39	2.92	3.46	3.53	3.42	3.26	3.48	3.67	4.74	4.11
Zambia	2.76	3.05	2.69	2.92	3.41	3.36	3.5	3.6	3.7	4.11	4.24	4.74
Upper Limit	2.93	3.22	2.83	3.07	3.56	3.51	3.65	3.74	3.83	4.25	4.38	4.88
Lower Limit	2.59	2.88	2.55	2.77	3.26	3.21	3.35	3.46	3.57	3.97	4.1	4.6
Zimbabwe	2.53	2.45	2.16	2.95	3.48	3.71	3.63	3.44	4.24	4.19	4.33	4.7
Upper Limit	2.75	2.67	2.35	3.17	3.7	3.92	3.84	3.68	4.42	4.4	4.55	4.91
Lower Limit	2.31	2.23	1.97	2.73	3.26	3.5	3.42	3.2	4.06	3.98	4.11	4.49

* The Confidence Limits are adjusted to account for the Design Effect.

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