

United Nations Sustainable Development Goals

Global attitudes towards its use and regulation

Ipsos Survey for the World Economic Forum

Conducted in August 2019 Wave of Global Advisor

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Q1. How familiar are you with the Sustainable Development Goals set by the United Nations?

Three out four adults (74%) across the 28 countries surveyed claim having some awareness of the UN's Sustainable Development Goals. Awareness is highest in Turkey (92%), mainland China (90%), followed by India (89%) along with Brazil, Malaysia and Sweden (87% in all three). However, it is the case of about half of all adults in Japan (49%), Great Britain (49%), the United States (50%) and Canada (51%).

While those who say they are somewhat or very familiar with the UN SDGs make up one quarter of all adults globally (26%), they are a majority in India (55%), Turkey (53%), China (52%) and Saudi Arabia (51%). In contrast, only about in ten of people surveyed in Japan (8%), France (11%), Italy (11%), Canada (11%), and Great Britain (13%) report being familiar with the SDGs.

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Total F	Familia	ar									
Global Average			20%			32%		16%		26%	
India					39%			26%		7%	11%
Turkey					40%			21%		18%	8%
China		6%		46%				30%		9%	10%
Saudi Arabia	51%		23%		28%			25%	7%	,)	17%
Peru	37%	8%		29%			36%		14	%	13%
Singapore	35%	9%		25%			35%		8%	23%	
Sweden	33%	16%		17%			36%		17%		13%
Brazil	32%	8%	25	%		32%			23%		13%
Mexico	32%	5%	26%			3	8%		14%		17%
Chile	29%	6%	24%			34%		1	15%	21%	Ď
Malaysia	29%	5%	25%				49%			9%	13%
South Africa	27%	6%	22%			40%			16%		17%
Poland	26%	4%	21%			31%		22%		219	0
Spain	22%	5%	18%			41%			16%	219	%
Argentina	22%	4%	18%		35%	6		17%		27%	
Russia	21%	2%	19%		36%	6		20%		23%	
United States	20%	12%	8%	20	%	10%			50%		
Hungary	20%	1%	19%		40)%		209	%	20	%
South Korea	19%	2% 1	7%		37%			19%		26%	
Netherlands	18%	2% 15	5%		28%		20%			34%	
Germany	17%	4%	13%		41%			22%		219	6
Australia	16%	5%	11%	24%		11%			49%		
Belgium	16%	3% 13	3%		31%		20%			33%	
Great Britain	13%	3% 11%		24%		12%			51%		
Canada	11%	2% 9%		27%		13%			49%		
Italy	11%	2% 9%			41%			22%		26%	
France	11%	2% 9%		23%		23%			44%		
Japan	8%	% 7%	2	26%		16%			51%		
	(0% 10	0% 20	0% 30	% 40	0% 50	0% 60	% 70	% 80	% 90	% 1009

Very familiar Somewhat familiar Not very familiar

Base: 19,517 online adults aged 16-74 across 28 countries

■ Have heard of them, know nothing about them ■ Have not heard of them

Importance of SDGs (1 of 2)

Q2. In 2015, world leaders agreed to 17 goals for a better world by 2030. These goals called have the power to end poverty, fight inequality and stop climate change. They are referred to as the United Nations' Sustainable Development Goals (SDGs). They require the partnership of governments, private sector, civil society and citizens to make sure we leave a better planet for future generations. Below are some of these 17 goals. How important is each one of them to you?

% Very or somewhat important

	Total	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Germany	Spain	France	Great Britain	Hungary	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Russia	Saudi Arabia	Sweden	Singapore	Turkey	United States	South Africa
End hunger, achieve food security and improved nutrition, and promote sustainable agriculture	85%	88%	85%	86%	79%	84%	92%	78%	81%	86%	78%	84%	93%	84%	87%	59%	79%	94%	85%	79%	92%	84%	91%	81%	78%	90%	93%	84%	939
Ensure availability and sustainable management of water and sanitation for all	84%	92%	84%	85%	81%	84%	92%	83%	79%	86%	82%	84%	88%	87%	81%	57%	82%	92%	81%	79%	92%	87%	89%	80%	74%	90%	93%	83%	929
Ensure healthy lives and promote well-being for all at all ages	84%	89%	85%	85%	79%	81%	89%	81%	83%	85%	79%	82%	90%	86%	82%	59%	77%	91%	83%	84%	91%	83%	91%	83%	77%	87%	91%	85%	929
Ensure access to affordable, reliable, sustainable and modern energy for all	83%	86%	81%	85%	78%	87%	90%	84%	81%	81%	78%	85%	90%	84%	86%	58%	77%	89%	83%	82%	94%	89%	84%	79%	73%	89%	87%	81%	939
Conserve and sustainably use the oceans, seas and marine resources for sustainable development	83%	85%	82%	85%	79%	81%	90%	82%	83%	87%	81%	83%	88%	86%	84%	52%	80%	89%	82%	79%	94%	83%	82%	81%	76%	88%	81%	78%	899
Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss	83%	85%	79%	83%	81%	82%	92%	82%	80%	83%	80%	83%	90%	87%	82%	57%	84%	93%	86%	73%	93%	83%	87%	78%	76%	85%	84%	77%	869
Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	82%	89%	83%	82%	84%	83%	87%	76%	77%	85%	81%	80%	87%	87%	82%	54%	75%	91%	90%	81%	87%	75%	83%	81%	73%	92%	88%	78%	939
Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	82%	87%	83%	84%	78%	80%	89%	77%	77%	87%	73%	82%	84%	87%	80%	50%	83%	94%	80%	76%	92%	85%	85%	79%	76%	88%	86%	81%	939



Importance of SDGs (2 of 2)

Q2. In 2015, world leaders agreed to 17 goals for a better world by 2030. These goals called have the power to end poverty, fight inequality and stop climate change. They are referred to as the United Nations' Sustainable Development Goals (SDGs). They require the partnership of governments, private sector, civil society and citizens to make sure we leave a better planet for future generations. Below are some of these 17 goals. How important is each one of them to you?

% Very or somewhat important

	Total	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Germany	Spain	France	Great Britain	Hungary	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Russia	Saudi Arabia	Sweden	Singapore	Turkey	United States South Africa
End poverty in all its forms everywhere	82%	88%	82%	82%	79%	83%	89%	75%	79%	87%	74%	82%	85%	87%	82%	55%	74%	93%	88%	77%	90%	78%	89%	84%	68%	87%	82%	75% 90%
Make cities and human settlements inclusive, safe, resilient, and sustainable	81%	85%	81%	73%	77%	82%	88%	78%	72%	85%	75%	82%	81%	86%	83%	51%	77%	89%	85%	75%	87%	80%	89%	81%	73%	88%	80%	78% 91%
Take urgent action to combat climate change and its impacts by regulating emissions and promoting developments in renewable energy	80%	83%	76%	76%	78%	77%	87%	78%	73%	83%	79%	79%	88%	84%	80%	55%	79%	91%	80%	76%	93%	87%	83%	75%	65%	88%	78%	70% 89%
Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	79%	88%	78%	75%	79%	76%	89%	79%	81%	85%	69%	79%	87%	84%	77%	49%	75%	85%	85%	72%	87%	81%	77%	79%	74%	87%	86%	76% 88%
Ensure sustainable consumption and production patterns	79%	86%	76%	81%	77%	78%	83%	79%	75%	83%	74%	76%	84%	88%	82%	51%	78%	89%	75%	72%	89%	83%	85%	81%	67%	82%	89%	74% 84%
Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation	78%	86%	76%	73%	77%	79%	81%	78%	72%	80%	67%	78%	83%	86%	80%	52%	78%	82%	82%	71%	87%	77%	87%	84%	65%	84%	88%	76% 86%
Reduce income inequality within and among countries	76%	80%	72%	75%	81%	74%	82%	77%	68%	79%	70%	69%	90%	80%	85%	45%	78%	88%	80%	70%	89%	73%	80%	68%	64%	82%	90%	67% 80%
Achieve gender equality and empower all women and girls	74%	66%	77%	78%	74%	78%	80%	70%	69%	80%	71%	76%	80%	88%	71%	44%	66%	82%	66%	68%	88%	70%	55%	70%	82%	82%	89%	71% 86%



Importance of SDGs: Ranking (1 of 2) Globally the top-ranking SDGs in perceived importance are:

- 1. Zero Hunger (Goal 2): ranks #1 in 7 countries (Belgium, Chile, Hungary, Italy, Mexico, Russia and South Africa), but second to last (#15) in India
- 2. Clean Water and Sanitation (Goal 6): ranks #1 in 3 countries (Argentina, France, Turkey) and in the top 3 of 12 other countries
- 3. Good Health and Well-being (Goal 3): in the top 3 of 11 countries, including #1 in Australia, Japan, the Netherlands and the United States
 - 4. Affordable and Clean Energy (Goal 7): in the top 3 of 11 countries, including #1 in Canada, China, Great Britain and Poland

- 5. Life Below Water (Goal 14): #1 in Germany, Spain and Peru
- 6. Life on Land (Goal 15): #1 in South Korea and in the top 3 of Brazil, Chile, China, India, Malaysia and Peru
- 7. Quality Education (Goal 4): #1 in Brazil, Malaysia, and Singapore, but last (#16) in Peru and third to last (#14) in Poland and China
- 8. Decent Work and Economic Growth (Goal 8): #2 in Spain, South Korea, Mexico and South Africa

	Total	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Germany	Spain	France	Great Britain	Hungary	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Russia	Saudi Arabia	Sweden	Singapore	Turkey	United States	South Africa
End hunger, achieve food security and improved nutrition, and promote sustainable agriculture	1	5	2	1	7	3	1	9	4	4	7	2	1	15	1	2	6	1	6	5	7	5	1	7	2	3	2	2	1
Ensure availability and sustainable management of water and sanitation for all	2	1	3	3	3	2	3	2	7	5	1	3	8	5	11	4	3	5	11	6	5	3	3	9	8	2	1	3	6
Ensure healthy lives and promote well-being for all at all ages	3	2	1	4	8	8	9	5	2	6	6	6	2	9	10	1	11	6	8	1	8	9	2	3	3	10	3	1	5
Ensure access to affordable, reliable, sustainable and modern energy for all	4	10	9	5	11	1	5	1	3	13	8	1	3	13	2	3	10	11	7	2	2	1	10	10	11	4	9	5	3
Conserve and sustainably use the oceans, seas and marine resources for sustainable development	5	13	6	2	5	9	4	4	1	1	3	4	7	8	4	9	4	10	10	4	1	7	13	8	5	5	14	7	9
Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss	6	11	10	7	2	7	2	3	6	11	4	5	5	3	7	5	1	4	3	11	3	6	6	13	4	12	12	9	12
Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	7	3	5	9	1	5	11	14	10	8	2	10	10	7	6	8	13	7	1	3	16	14	12	6	10	1	8	6	4
Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	8	7	4	6	10	10	7	13	9	2	12	9	13	4	14	13	2	2	13	8	6	4	9	11	6	7	11	4	2

Importance of SDGs: Ranking (2 of 2)

Each one of the SDGs that is in the bottom half globally is prioritized in one or several of the 28 countries surveyed:

- 9. No Poverty (Goal 1): in the top 3 of Malaysia, Saudi Arabia, Spain and Mexico
- 10. Sustainable Cities and Communities (Goal 11): in the top 5 of Saudi Arabia, Italy and Russia
- 11. Climate Action (Goal 13): in the top 5 of Poland, Peru, France and South Korea

- 12. Peace, Justice and Strong Institutions (Goal 16): in the top 5 of Argentina, Germany and Malaysia
- 13. Responsible Consumption and Production (Goal 12): #1 in India and in the top 5 of Turkey and Saudi Arabia
- 14. Industry, Innovation and Infrastructure (Goal 9): #1 in Saudi Arabia
- 15. Reduced Inequality (Goal 10): in the top 5 of Italy, Brazil, Hungary and Turkey
- 16. Gender Equality (Goal 5): #1 in Sweden and #2 in India

	Total	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Germany	Spain	France	Great Britain	Hungary	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Russia	Saudi Arabia	Sweden	Singapore	Turkey	United States	South Africa
End poverty in all its forms everywhere	9	6	7	8	6	4	6	15	8	3	11	7	11	6	8	7	15	3	2	7	9	12	4	2	12	9	13	12	8
Make cities and human settlements inclusive, safe, resilient, and sustainable	10	12	8	16	13	6	10	8	14	9	9	8	15	11	5	11	12	12	4	10	15	11	5	4	9	6	15	8	7
Take urgent action to combat climate change and its impacts by regulating emissions and promoting developments in renewable energy	11	14	13	12	12	14	12	11	12	10	5	11	6	14	12	6	5	8	12	9	4	2	11	14	15	8	16	15	10
Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	12	4	11	13	9	15	8	7	5	7	15	12	9	12	15	14	14	14	5	12	13	10	15	12	7	11	10	11	11
Ensure sustainable consumption and production patterns	13	8	14	10	14	13	13	6	11	12	10	14	12	1	9	12	7	9	15	13	10	8	8	5	13	14	5	13	15
Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation	14	9	15	15	15	11	15	10	13	15	16	13	14	10	13	10	9	16	9	14	14	13	7	1	14	13	7	10	14
Reduce income inequality within and among countries	15	15	16	14	4	16	14	12	16	16	14	16	4	16	3	15	8	13	14	15	11	15	14	16	16	15	4	16	16
Achieve gender equality and empower all women and girls	16	16	12	11	16	12	16	16	15	14	13	15	16	2	16	16	16	15	16	16	12	16	16	15	1	16	6	14	13



Total important

End poverty in all its forms everywhere

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lobal Average	82%			52%						29%		g	%	3%	7%
Mexico	93%				68%						2	25%		2%	<mark>3%</mark> 2%
Peru	90%				64%						26%			8%	<mark>2%</mark> 1%
South Africa	90%				72%							17%		6%	<mark>1%</mark> 3%
Chile	89%				69%						219	%		6%	<mark>2%</mark> 3%
Russia	89%				69%						20	%		6%	<mark>2%</mark> 3%
Argentina	88%				72%						1	.6%	49	6 <mark>2%</mark>	6%
Malaysia	88%			48%						40%				7%	<mark>2%</mark> 3%
Singapore	87%			48%						40%				8%	<mark>1%</mark> 3%
Spain	87%			(61%						26%		5%	2%	6%
India	87%			57%	6						29%		79	6 2 9	<mark>6</mark> 4%
Hungary	85%			56%	1					2	29%		4% 22	<mark>%</mark>	9%
Saudi Arabia	84%			48%						36%			7%	5%	5%
Canada	83%			50%						33%			7%	<mark>2%</mark>	8%
Great Britain	82%			54%						28%		7	% <mark>3</mark> %	6	9%
Australia	82%			52%						30%		3	3%	3%	7%
Italy	82%			51%						31%		9	9%	3%	7%
Belgium	82%		Z	15%					379	%		8	%	4%	7%
Turkey	82%				67%						14%		13%	2	<mark>%</mark> 4%
Brazil	79%				66%						14%	9%	2%	(9%
Germany	79%		4	15%					34%			8%	3%	1	0%
Poland	78%			53%						26%		139	6	2%	6%
Netherlands	77%		4	15%					32%			11%	3%	(9%
China	75%	26%					48	%				18%		4%	4%
United States	75%		44	4%					31%		10	0%	4%	11	%
France	74%		41%	0				1	33%		8%	3%		15%	
South Korea	74%	26%					48%	6				20%		39	6 4%
Sweden	68%		41%	6				27%			13%	7%		129	6
Japan	55%	21%			34%	6			12%	3%		309	6		
0	%	10%	20%	3	0%	40%	509	6	60%	70	0% 8	0%	909	%	100
		Very in	nportant		hat importan	t 🗖 N	lot very ir			at all imp		lot sure			

GOAL 1: No Poverty



End hunger, achieve food security and improved nutrition, and promote sustainable agriculture

Turkey Chile Peru Russia	93% 93% 92% 92% 91% 90%			74% 77%					19%		<mark>2%1</mark> % 4%
Chile Peru Russia	92% 92% 91%										
Peru Russia	92% 91%			720/					16%		5% <mark>1%</mark> %
Russia	91%			72%					20%	3	<mark>3% 2%</mark> 3%
				74%					18%		6% <mark>1%</mark> 2%
Singapore	90%			76%					15%		<mark>5% <mark>1%</mark>2%</mark>
			53%				3	7%		6	<mark>% 1</mark> %3%
Argentina	88%			72%				17	7%	6%	<mark>1%</mark> 5%
Italy	87%		54%				339	%	5	<mark>% 1%</mark>	7%
Spain	86%			63%				23%		7%	% 6%
Belgium	86%		58%				2	8%	7	%	<mark>2%</mark> 5%
Australia	85%		56%				299	6	6%	2%	7%
Malaysia	85%		53%				32%		C.	9%	3% 3%
Great Britain	84%		56%				28%	I.	6%	<mark>2%</mark>	9%
Poland	84%		56%				28%	l.	5%	3%	8%
United States	84%		53%				31%		5%	4%	7%
India	84%		59	%			2	5%	9%		<mark>2%</mark> 5%
Canada	84%		57%				26	%	6%	2%	9%
Germany	81%		57%				25%		7%	3%	9%
Saudi Arabia	81%	4	12%				39%		9%	4%	6%
Brazil	79%			69%				10%	10%	3%	8%
Netherlands	79%		47%				32%		10%	<mark>%</mark>	10%
South Korea	79%	32%				47%			14%		3% 4%
China	78%	34%				44%			18%		3% 1%
France	78%		47%				32%		6% 2%	14	!%
Sweden	78%		50%				28%		11%	4%	8%
Japan	59%	25%			34%		9% <mark>2%</mark>		30%		
0%	,)	10% 20	0% 30	9% 40	% 50	% 6	0% 70%	80)%	90%	100

Total important

85%

94%

58%

72%

Global Average

Mexico

GOAL 2: Zero Hunger

22%

6%

4%02%

Base: 19,517 online adults aged 16-74 across 28 countries



Ensure healthy lives and promote well-being for all at all ages

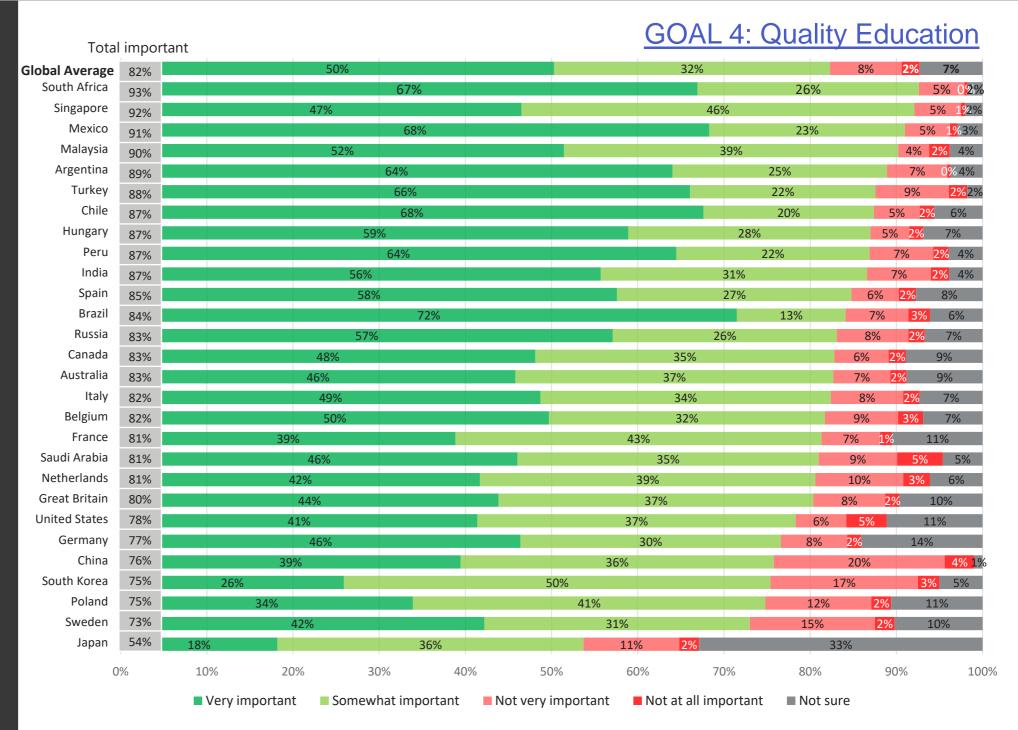
psos

Total	impor	tant			<u>c</u>	<u>JUAL J.</u>	Guuu	пеаш		<u>en-n</u>	Jeing
Global Average	84%		549	%			30%	6	7%	2%	7%
South Africa	92%			65%				27%	,)	4	<mark>% 1%</mark> 3%
Peru	91%			67%				25%)	5%	<mark>% 2%</mark> 2%
Russia	91%			70%				2	2%	4%	<mark>1%</mark> 4%
Mexico	91%			68%				23	%	5%	<mark>6 1%</mark> 2%
Turkey	91%			71%				2	1%	4%	5% 1 <mark>%</mark>
Hungary	90%			72%					18%	<mark>2%1%</mark>	6%
Argentina	89%			69%				20%	0	5%	2% 3%
Chile	89%			67%				22%		4% 1 <mark>%</mark>	7%
Singapore	87%		47%				40%			8%	3% 3%
India	86%			61%				25%		8%	3% 3%
Australia	85%		51%				34%		5%	3%	7%
Spain	85%		5	57%			2	28%	8	% 1%	6%
United States	85%		51%				33%		6%	2%	7%
Belgium	85%		49%				36%		8%	6 <mark>2%</mark>	5%
Netherlands	84%		52%				32%		7%	1%	8%
Malaysia	83%		48%				35%		11	%	2% 4%
Saudi Arabia	83%		48%				35%		9%	3%	6 5%
Germany	83%		50%				33%		7%	<mark>1%</mark> 1	10%
Poland	83%		44%				39%		9%	3%	6%
Great Britain	82%		47%				36%		7% 1	<mark>.%</mark> 1	.0%
Italy	82%		49%				33%		10%	2%	7%
Canada	81%		51%				30%		6% <mark>1%</mark>	11	1%
China	81%	3	6%			45%			1	7%	1 <mark>%</mark> %
Brazil	79%			65%				14%	6% <mark>2%</mark>	13%	ó
France	79%		41%			37	7%		5% <mark>2%</mark>	14%	2
South Korea	77%	3	36%			41%			16%	3	4%
Sweden	77%		43%			3	4%		11%	5%	7%
Japan	59%	23%			37%		9% 49	<mark>%</mark>	28%		
09	%	10%	20%	30%				0% 80		90%	100%
		Very impo	rtant 📃 Som	ewhat importar	nt 📕 Not very	/ important	Not at all imp	oortant 🔳 N	ot sure		

Base: 19,517 online adults aged 16-74 across 28 countries

GOAL 3: Good Health and Well-being

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all





Achieve gender equality and empower all women and girls

Total important

GOAL 5: Gender Equality

Global Average	74%	41	.%			33%			14%	5% 7%
Turkey	89%		58%	,)				31%		8% 2%1%
India	88%		59%					30%		8% 2%2%
Peru	88%		52%				36%			9% 1 <mark>%</mark> 2%
South Africa	86%		55%				32	2%	7	% 5% 2%
Mexico	82%		51%				31%		12%	<mark>1%</mark> 5%
Sweden	82%		51%				31%		10%	4% 4%
Singapore	82%	38%				44	1%		16	% <mark>1%</mark> 2%
Spain	80%		53%				28%		9%	4% 7%
Chile	80%		56%				24%		11%	6% 3%
Hungary	80%		49%				31%		11%	4% 5%
Canada	78%		44%				34%		9% 5	8%
Belgium	78%		43%				35%		14%	3% 5%
Australia	77%	4	2%			35	5%		9% 59	8%
Great Britain	76%	41	%			35%			11% 3%	10%
Brazil	74%		50%				25%	11	% 5%	10%
France	71%	36%				35%		11%	5%	12%
United States	71%	4	3%			29%		10%	8%	10%
Italy	71%	37%				34%		12%	5%	12%
China	70%	29%			42	%			23%	3% 3%
Poland	70%	409	%			31%		17%	4	8%
Saudi Arabia	70%	35%				35%		13%	11%	6%
Germany	69%	38%				31%		17%	5%	10%
Netherlands	68%	37%				31%		17%	6%	10%
Argentina	66%	409	6			27%		18%	7%	9%
South Korea	66%	21%			45%			25%		5% 5%
Malaysia	66%	25%			41%			22%		5% 7%
Russia	55%	26%		2	9%		26%		11%	8%
Japan	44%	10%	34%			19%	5%		32%	
0	1%	10% 209 Very important		% 40 at important	% 5 Not very		0% 70 ■ Not at all imp		9 ot sure	0% 100%



Ensure availability and sustainable management of water and sanitation for all

Total	impor	tant		<u>C</u>	<u>GOAL (</u>	6: Clear	<u>n Water</u>	and S	<u>San</u>	<u>itation</u>
Global Average	84%	59%					25%	7%	2%	7%
Turkey	93%		76%					17%		3% <mark>3%1</mark> %
Peru	92%		70%				2	3%		5% 1 <mark>%</mark> 2%
South Africa	92%		77%					15%	4	<mark>4% 1</mark> %4%
Argentina	92%		79%					13%	4	<mark>4% 1</mark> %3%
Chile	92%		78%					13%	2%	<mark>61%</mark> 5%
Mexico	92%		72%					19%		<mark>5% 0</mark> %3%
Singapore	90%	50%				40	%		6%	<mark>6 1</mark> % 4%
Russia	89%		68%				21%		5%	<mark>1%</mark> 5%
Hungary	88%		73%				1!	5%	3%1 <mark>%</mark>	9%
India	87%	58%					30%		7%	2% 4%
Poland	87%	6	53%				23%		7% 1	% 6%
Spain	86%	58%					27%	8	3% 1	<mark>%</mark> 6%
Belgium	85%	54%				319	%	79	6 39	6%
Canada	84%	60%	6				24%	5% 1	<mark>%</mark>	10%
Australia	84%	57%				27	1%	4% 2	<mark>%</mark>	10%
Great Britain	84%	58%				2	6%	5%	<mark>%</mark>	10%
China	83%	43%				41%		1	.3%	<mark>3%</mark> 2%
United States	83%	55%				27%	,)	4% 3%	1	11%
South Korea	82%	44%				38%		129	6	<mark>2%</mark> 5%
France	82%	50%				33%		3% 3%	17	2%
Malaysia	81%	42%				40%		10%	1%	8%
Brazil	81%	6	3%				18%	8%	<mark>2%</mark>	10%
Italy	81%	57%				24%		9%	3%	8%
Saudi Arabia	80%	53%				27%		9%	3%	7%
Netherlands	79%	51%				28%		11%	2%	8%
Germany	79%	56%				22%		11%	1%	9%
Sweden	74%	58%				16%	7%	9%	1	11%
Japan	57%	30%		28%		12% 2%	6	29%		
0'	%	10% 20% 30%		50		0% 70			90%	100%
		Very important	at important	Not very in	mportant	Not at all imp	ortant No	ot sure		





$\Lambda \Lambda I = 1$ 1 a a

Ensure access to affordable, reliable, sustainable and modern energy for all

psos

Total	l impo	rtant				00				Cicai		nergy
Global Average	83%		48%					36%		8%	2%	7%
Peru	94%			64%					29%	,)		4%0 <mark>2%</mark>
South Africa	93%			63%					30%			<mark>4%0</mark> %4%
Hungary	90%			58%					33%		<mark>2%</mark> 2	<mark>%</mark> 6%
Chile	90%			64%					25%		6%	<mark>% 0</mark> % 4%
Singapore	89%		42%					48%			6%	6 <u>3%</u> 2%
Mexico	89%			65%					24%		5%	2% 3%
Poland	89%		49%)				39%	,		5%	1% 6%
Turkey	87%			62%					25%		10	<mark>% 1</mark> 2%
Canada	87%		48%					39%		4	<mark>% 1%</mark>	8%
Argentina	86%			63%					23%	5	% 3%	6%
Italy	86%		47%					39%			8%	<mark>2%</mark> 4%
Great Britain	85%		44%					40%		5%	<mark>2%</mark>	9%
Belgium	85%		44%					41%			9%	<mark>1%</mark> 5%
India	84%		45%					39%		1	.0%	<mark>2%</mark> 4%
Russia	84%			55%				299	6	8%	6	<mark>3%</mark> 5%
China	84%		37%				47	7%			13%	<mark>2%1%</mark>
Malaysia	83%		34%				49%	1		1	1%	<mark>2%</mark> 3%
Netherlands	82%		38%				43	%		8%	3%	8%
Germany	81%		47%					34%		9%	<mark>1%</mark>	9%
Australia	81%		52	2%				29%		8%	<mark>2%</mark>	9%
Spain	81%		45%					35%		9%	<mark>2%</mark>	9%
United States	81%		48%					32%		7% 3	%	10%
Saudi Arabia	79%		40%				39%	6		10%	<mark>2%</mark>	10%
France	78%		39%				40%			7% 2%	1	13%
Brazil	78%			59%				19%		10%	3%	9%
South Korea	77%		32%				45%			16%		3% 4%
Sweden	73%		38%				35%		11%	4%	1	13%
Japan	58%	16%			42%			10% 2%		31%		
0	1%	10%	20%	30%	40%	50%	60	% 70	0% 80	%	90%	100%

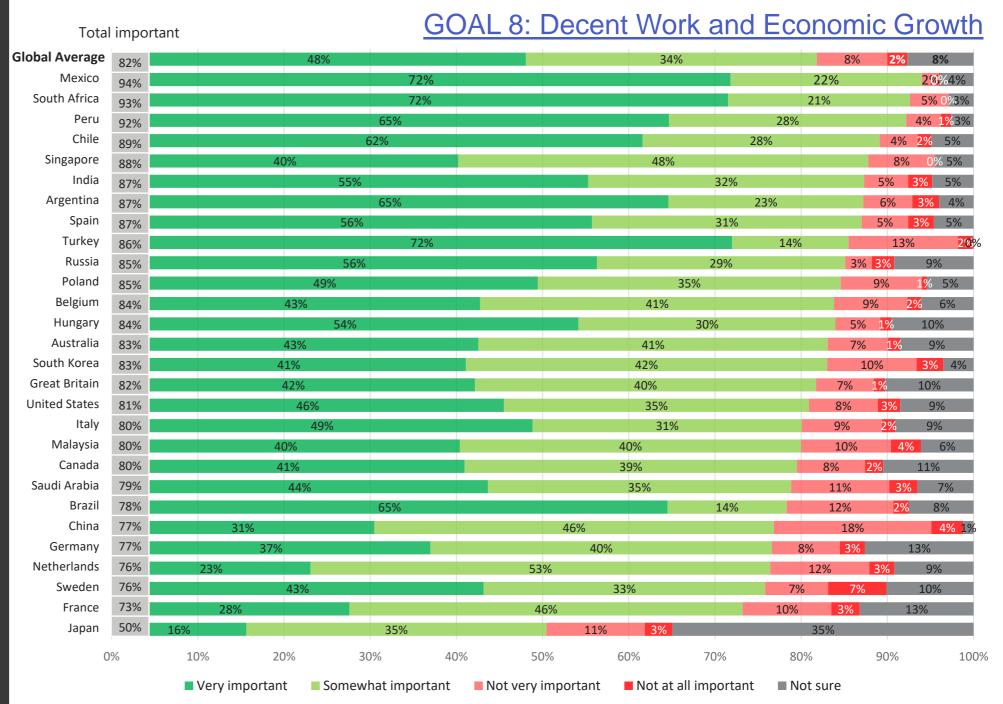
Very important Somewhat important Not very important Not at all important Not sure

Base: 19,517 online adults aged 16-74 across 28 countries



GOAL 7: Affordable and Clean Energy

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all





Global Average

Turkey

Peru

Russia

India

Argentina

South Africa

Saudi Arabia

Singapore

Hungary

Malaysia

Mexico

Chile

Spain

Italy

Canada

China

Poland

Brazil

Great Britain

South Korea

United States

Australia

Belgium

Germany

France

Japan

Sweden

Netherlands

73%

72%

71%

67%

65%

52%

0%

2/1%

30%

Verv important

20%

19%

10%

Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation

Total important 78% 40% 11% 3% 8% 69% 19% 4% 88% 41% 46% 3% 2% 87% 30% 87% 5% 51% 36% 86% 51% 35% <mark>%</mark> 4% 86% 47% 39% 86% 2% 3% 39% 84% 45% 4% 84% 50% 34% 11% 2% 4% 36% 83% 47% 7% 41% 82% 41% 10% 5% 82% 40% 42% 13% 2% 3% 81% 53% 28% 13% 2% 4% 80% 35% 46% 9% 3% 8% 80% 40% 40% 8% ۵% 8% 46% 79% 33% 9% 10% 78% 43% 35% 18% 2%29 78% 37% 46% 11% 10% 78% 51% 17% 6% 77% 49% 14% 4% 77% 23% 549 9% 76% 40% 37% 76% 40% 11%

51%

47%

35%

50%

48%

40%

40%

30%

46%



Somewhat important Not very important Not at all important Not sure

14%

60%

Base: 19,517 online adults aged 16-74 across 28 countries

90%

13%

14%

13%

10

17%

3%

6%

21%

14%

18%

80%

16%

16%

70%

100%

GOAL 9: Industry, Innovation and Infrastructure

Reduce income inequality within and among countries

Tota	l impo	rtant				<u> </u>				<u>yquanty</u>
Global Average	76%		42%			34	%		13% 3	8%
Turkey	90%			66%				24%		5% 1 <mark>%</mark> 4%
Hungary	90%			53%				27%		5% <mark>2%</mark> 3%
Peru	89%		58%					31%		9% <mark>2%</mark> 1%
Mexico	88%			64%				24%		8% <mark>1%</mark> 2%
Italy	85%		44%				41%		8%	<mark>1%</mark> 6%
Chile	82%		60	%				22%	11%	2% 4%
Singapore	82%	4	0%				42%		12%	3% 4%
Brazil	81%			64%				17%	8% 3%	9%
South Africa	80%		49%				32%		13%	4% 3%
India	80%		46%				34%		14%	<mark>2%</mark> 4%
Malaysia	80%	399	%			41	%		13%	<mark>2%</mark> 6%
Russia	80%		52%				28%		13%	3% 5%
Argentina	80%		48%				32%		12%	3% 6%
Spain	79%		47%				33%		9% 39	8%
South Korea	78%	30%				48%			14%	4% 5%
China	77%	32%				45%			19%	<mark>2%</mark> 2%
Belgium	75%	33%				41%			15%	4% 7%
Canada	74%	399	%			35%		8%	6%	13%
Poland	73%	32%				41%		1	4% 2%	10%
Australia	72%	38%				35%		14%	4%	10%
Netherlands	70%	30%			2	11%		19	%	3% 7%
France	70%	30%			3	9%		14%	3%	13%
Great Britain	69%	33%				36%		15%	3%	14%
Saudi Arabia	68%	37%				31%		15%	8%	9%
Germany	68%	31%			37	%		17%	5%	11%
United States	67%	36%				31%		13%	8%	11%
Sweden	64%	30%			34%			18%	6%	12%
Japan	45%	12%	33%			18%	3%		34%	
0	1%		30)% 90	% 100%
		Very importan	t Somewh	at important	Not very	important	Not at all imp	oortant N	ot sure	

Base: 19,517 online adults aged 16-74 across 28 countries

GOAL 10: Reduced Inequality

Make cities and human settlements inclusive, safe, resilient, and sustainable

Total	impo	rtant		<u>607</u>		Dustain					
Global Average	81%		44%				36%		10%	2%	8%
South Africa	91%		6	52%				29%		5	<mark>5% 1</mark> %3%
Mexico	89%		6	52%				27%		4%	<mark>2%</mark> 5%
Russia	89%		6	2%				27%		4% 0	% 7%
Singapore	88%		46%				43%			8%	<mark>6 1%</mark> 2%
Chile	88%		58%	0				30%		7%	<mark>2%</mark> 3%
Peru	87%		53%				34	%		9%	<mark>3%1</mark> %
India	86%		54%				31	%		11%	<mark>1%</mark> 3%
Malaysia	85%	4	13%				42%			8%	<mark>2%</mark> 5%
Argentina	85%		51%				34%			8%	<mark>2%</mark> 6%
Spain	85%		47%				38%			8% 2	<mark>%</mark> 6%
Italy	83%		49%				34%			9% 2	<mark>%</mark> 6%
Canada	82%		44%				38%		7%	<mark>2%</mark>	9%
Great Britain	82%		45%				36%		6%	2%	10%
Australia	81%		47%				35%		8%	1%	10%
Hungary	81%		50%				32%		6%	3%	10%
Saudi Arabia	81%	40	%				41%		10%	6 39	6%
Turkey	80%		55%				26%		14	1%	4% 2%
Poland	80%	41	.%				39%		10%	3%	7%
China	78%	42	2%			3	7%		1	.9%	<mark>2%</mark>
United States	78%		48%				29%		5% 4%	1	13%
Brazil	77%		52%				25%		12%	2%	9%
South Korea	77%	26%				52%			16%		<mark>2%</mark> 5%
France	75%	26%			4	49%		8	% 3%	1	.3%
Netherlands	75%	32%				43%			11%	<mark>3%</mark>	11%
Sweden	73%	38%				36%			15%	3%	9%
Belgium	73%	29%				43%			16%	<mark>2%</mark>	9%
Germany	72%	29%			4	3%		16	5%	3%	10%
Japan	51%	14%		37%		14%	2%		33%		
0	%	10% 209	% 30	% 40	% 50	0% 6	0% 70	% 80	0%	90%	100
		Very important	Somewh	nat important	Not very	important	Not at all imp	ortant 🔳 N	ot sure		

GOAL 11: Sustainable Cities and Communities



Total important

G

Ensure sustainable consumption and production patterns

psos

Global Average														
Giobal Average	79%		41	%			3	8%			10%	2	<mark>%</mark>	8%
Turkey	89%			58%	6				31%				6%	4% 1
Mexico	89%			53%					36%				6%	<mark>1%</mark> 3%
Peru	89%			45%				45%					9%	1 <mark>%</mark> 69
India	88%			46%				42%				5	3% <mark>2</mark> 9	<mark>%</mark> 5%
Argentina	86%			51%				35%	6			89	%	3% 3%
Russia	85%			57%					28%			8%	2%	5%
Hungary	84%			51%				33%				7%	2%	7%
South Africa	84%			51%				34%				10%	19	6%
Chile	83%			50%				34%				11%		<mark>1%</mark> 4%
Spain	83%		42	2%				41%				10%	2%	6%
Poland	83%		35%				48%	6				9%	<mark>2%</mark>	7%
Singapore	82%		38%				45	5%				11%	3	<mark>%</mark> 4%
Italy	82%		4	13%				39%				10%	2%	6%
Belgium	81%		38%				43	%				12%	0 <mark>%</mark>	6%
Saudi Arabia	81%		41	%				40%			1(0%	2%	7%
China	79%		32%				47%					17%		<mark>2%</mark> 2%
Canada	78%		40%	%			38	%			9%	2%	11	%
South Korea	78%	22%				5	6%				14%	6	<mark>2%</mark>	7%
Brazil	77%			59%	6			19%			12%	2%		9%
Great Britain	76%		419	%			36%			1	0%	2%	11	%
Australia	76%		40%	0			36%			9%		3%	12	6
Germany	75%		40%	%			35%			12	2%	1%	12	%
Malaysia	75%	28	3%				47%				16%		<mark>2%</mark>	8%
France	74%		32%				43%			9%	2%		15%	
United States	74%		40%	0			34%			9%	4%		14%	
Netherlands	72%		32%				39%			14%		5%		9%
Sweden	67%		33%			34	4%		17%		49	%	13%	, 0
Japan	51%	14%			37%		11%	3%			35%			
09	%	10%	209	% 30)%	40% 5	0% 60	0% 7	'0%	80%	0	90	%	1
		Very i	important	Somewł	nat importan	nt 📕 Not very	important I	Not at all im	portant	Not	t sure			

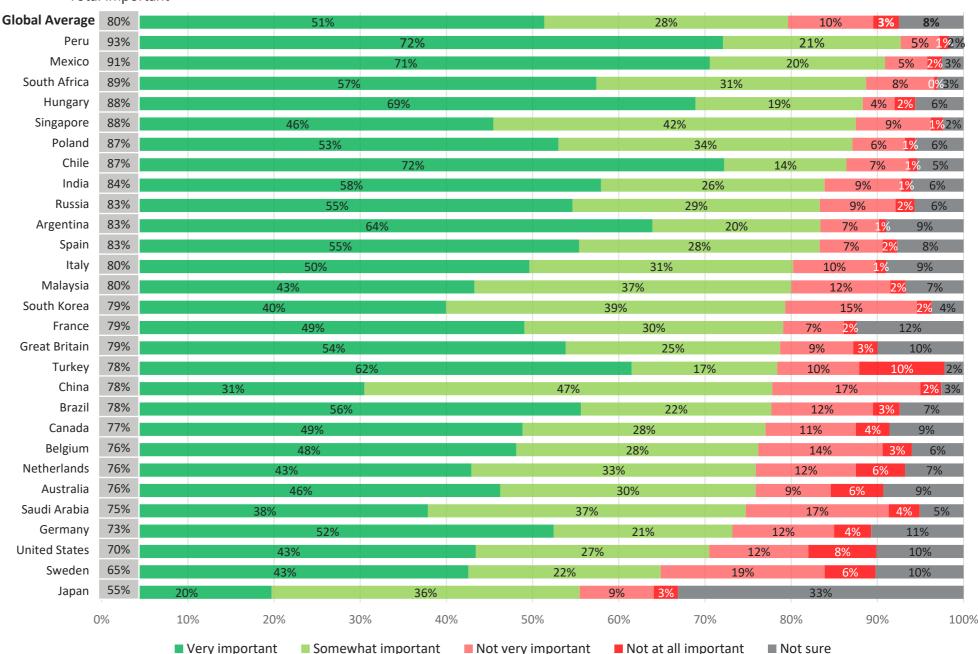


Base: 19,517 online adults aged 16-74 across 28 countries

GOAL 12: Responsible Consumption and Production

Take urgent action to combat climate change and its impacts by regulating emissions and promoting developments in renewable energy

psos



Base: 19,517 online adults aged 16-74 across 28 countries

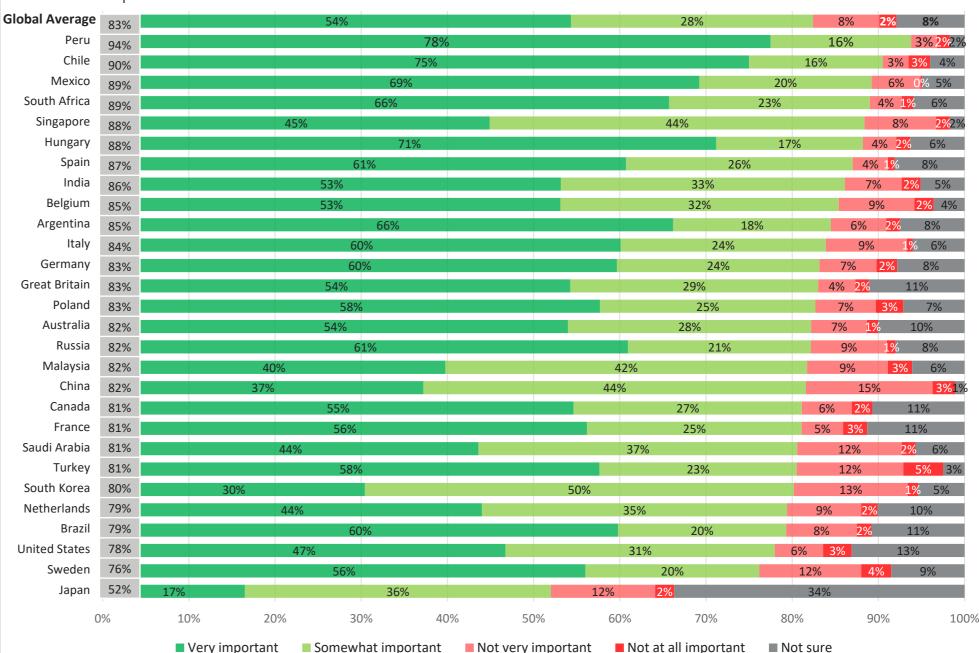
GOAL 13: Climate Action

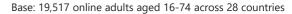
Total important

Familiarity with and Perceived Importance of UN SDGs among the Global Public August 2019 | Version 1 | Public |

Conserve and sustainably use the oceans, seas and marine resources for sustainable development

psos





GOAL 14: Life Below Water

Total important

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

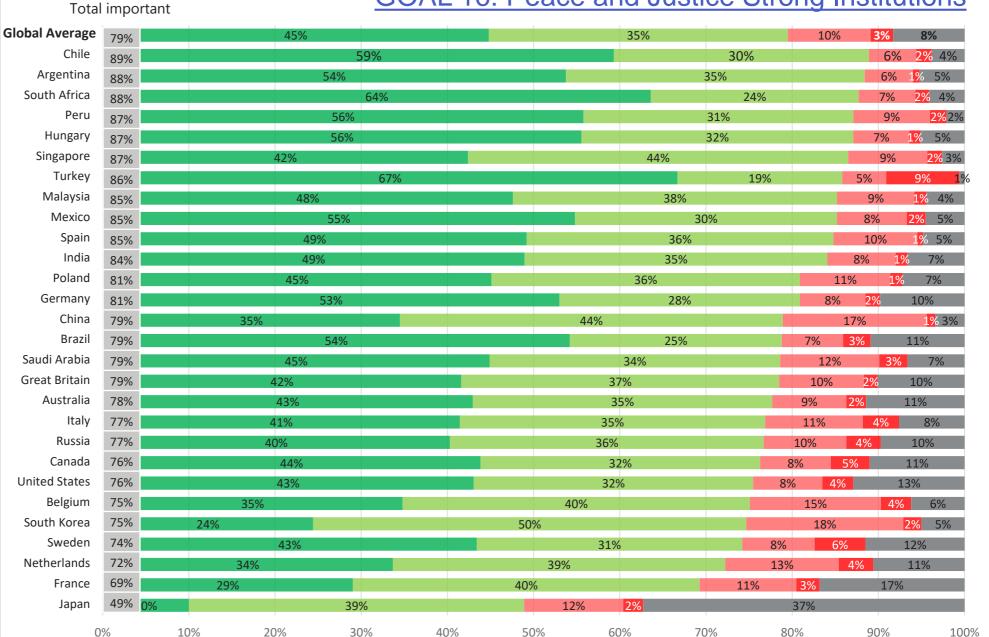
d								<u>C</u>	OAL 1	<u>5: Lif</u>	<u>e or</u>	Land
	l otal Global Average	impor	tant	54%				29%		89	6 <mark>2%</mark>	8%
2	Peru	83% 93%		J470	67%			2370	2	7%	0 270	5% 0 <mark>1</mark> %
	Mexico	93%			74%					19%		4% 0%3%
	Chile	92%			71%					21%		3% 2% 3%
	Hungary	90%			71%					18%	4%	<mark>6 1%</mark> 5%
	Russia	87%			64%				23%		5%	<mark>1%</mark> 6%
	India	87%		6	1%				26%		7%	<mark>2%</mark> 5%
	South Africa	86%			65%				22%		9%	<mark>2%</mark> 4%
	Malaysia	86%		49%				37%			7%	<mark>2%</mark> 5%
	Argentina	85%			64%				22%		5% 3%	8%
	Singapore	85%		45%				39%			11%	<mark>1%</mark> 4%
	Turkey	84%		57%				2	.7%		13%	<mark>2%</mark> 2%
	South Korea	84%	38%					45%			10%	<mark>1%</mark> 5%
	Poland	83%		48%				35%		3	3%	4% 5%
	Great Britain	83%		52%				31%		7	% <mark>1%</mark>	9%
	Belgium	83%		49%				34%		79	6 4%	7%
	Spain	83%		56%				27	%	9	9% 2	<mark>2%</mark> 6%
	Italy	82%		56%				26	%	9	% <mark>2%</mark>	7%
	China	82%		45%				37%			15%	<mark>2%1%</mark>
	Canada	82%		51%				31%		5%	<mark>1%</mark>	12%
	Brazil	81%			63%				18%	7%	2%	10%
	Germany	80%		50%				30%		9%	3%	9%
	France	80%		49%				31%		6% <mark>2</mark> 9	<mark>%</mark>	13%
	Australia	79%		49%				31%		7%	3%	10%
	Saudi Arabia	78%		46%				32%		10%	5%	7%
	United States	77%	4	44%			3	3%		7% 5%	6	12%
	Sweden	76%		52%				25%		8% 3%	6	12%
	Netherlands	73%		47%			26	%	13	3%	<mark>2%</mark>	12%
	Japan	57%	19%		39%			10% 2%		31%		
	0	%	10% 20%	6 30	409	% 50	% 6	0% 7	0% 8	30%	90%	100%
			Very important	Somewing	nat important	Not very i	mportant	Not at all im	portant 🔳 🕅	lot sure		

Base: 19,517 online adults aged 16-74 across 28 countries

psos

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

psos



Very important Somewhat important Not very important Not at all important

Base: 19,517 online adults aged 16-74 across 28 countries

Not sure

GOAL 16: Peace and Justice Strong Institutions

GAME CHANGERS

- These are the results of a survey conducted by Ipsos for the World Economic Forum.
- Ipsos interviewed a total of 19,517 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, 21-74 in Singapore, and 16-74 in 22 other countries on its Global Advisor online survey platform between July 26 and August 9, 2019.
- The sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Italy, Japan, Spain, Great Britain and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Hungary, India, Malaysia, Mexico, the Netherlands, Peru Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden and Turkey.
- The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, Singapore, South Korea, Spain, Sweden, and the U.S. can be taken as representative of these countries' general adult population under the age of 75.

- The samples in Brazil, Chile, China (mainland), India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of these population.
- The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data.
- Where results do not sum to 100 or the 'difference' appears to be+-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.
- The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.