



United Nations Sustainable Development Goals

Global attitudes towards its use and regulation

Ipsos Survey for the World Economic Forum

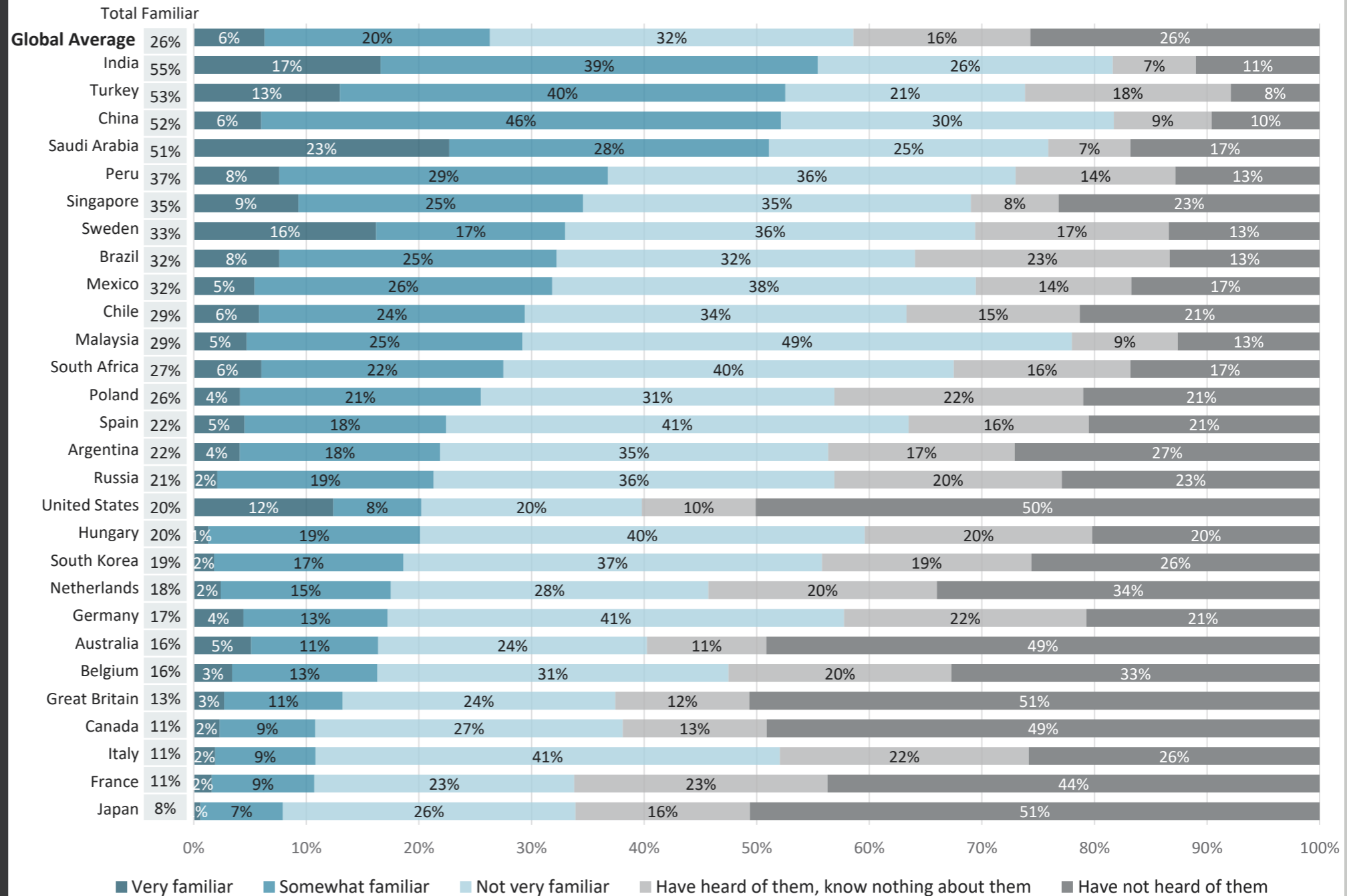
Conducted in August 2019 Wave of Global Advisor

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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.



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

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%	93%
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%	92%
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%	92%
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%	93%
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%	89%
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%	86%
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%	93%
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%	93%



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

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

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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%



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

Importance of SDGs: Ranking (1 of 2)

Globally the top-ranking SDGs in perceived importance are:

- 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
- Clean Water and Sanitation (Goal 6):** ranks #1 in 3 countries (Argentina, France, Turkey) and in the top 3 of 12 other countries
- 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
- Affordable and Clean Energy (Goal 7):** in the top 3 of 11 countries, including #1 in Canada, China, Great Britain and Poland
- Life Below Water (Goal 14):** #1 in Germany, Spain and Peru
- Life on Land (Goal 15):** #1 in South Korea and in the top 3 of Brazil, Chile, China, India, Malaysia and Peru
- Quality Education (Goal 4):** #1 in Brazil, Malaysia, and Singapore, but last (#16) in Peru and third to last (#14) in Poland and China
- 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



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

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



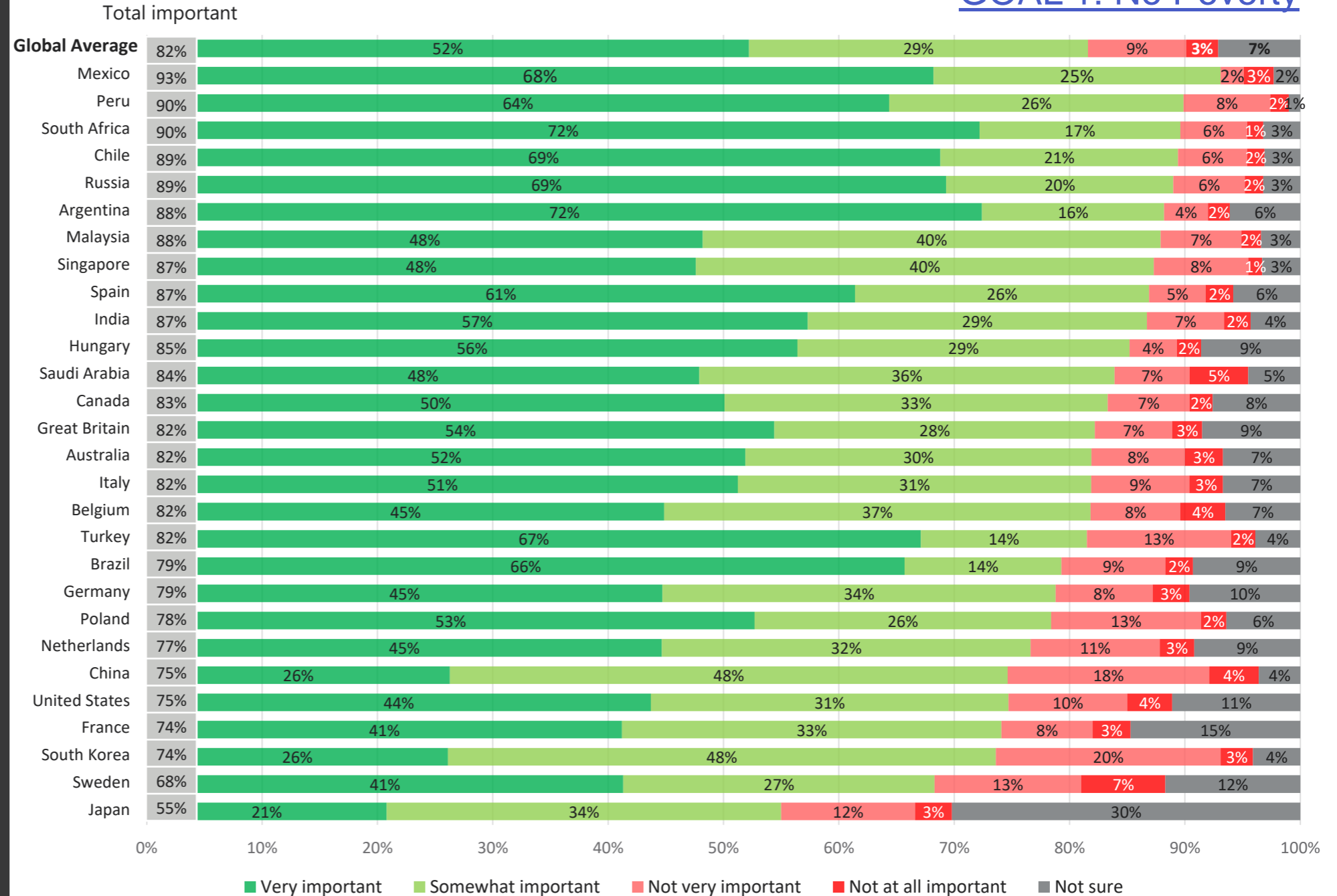
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End poverty in all its forms everywhere



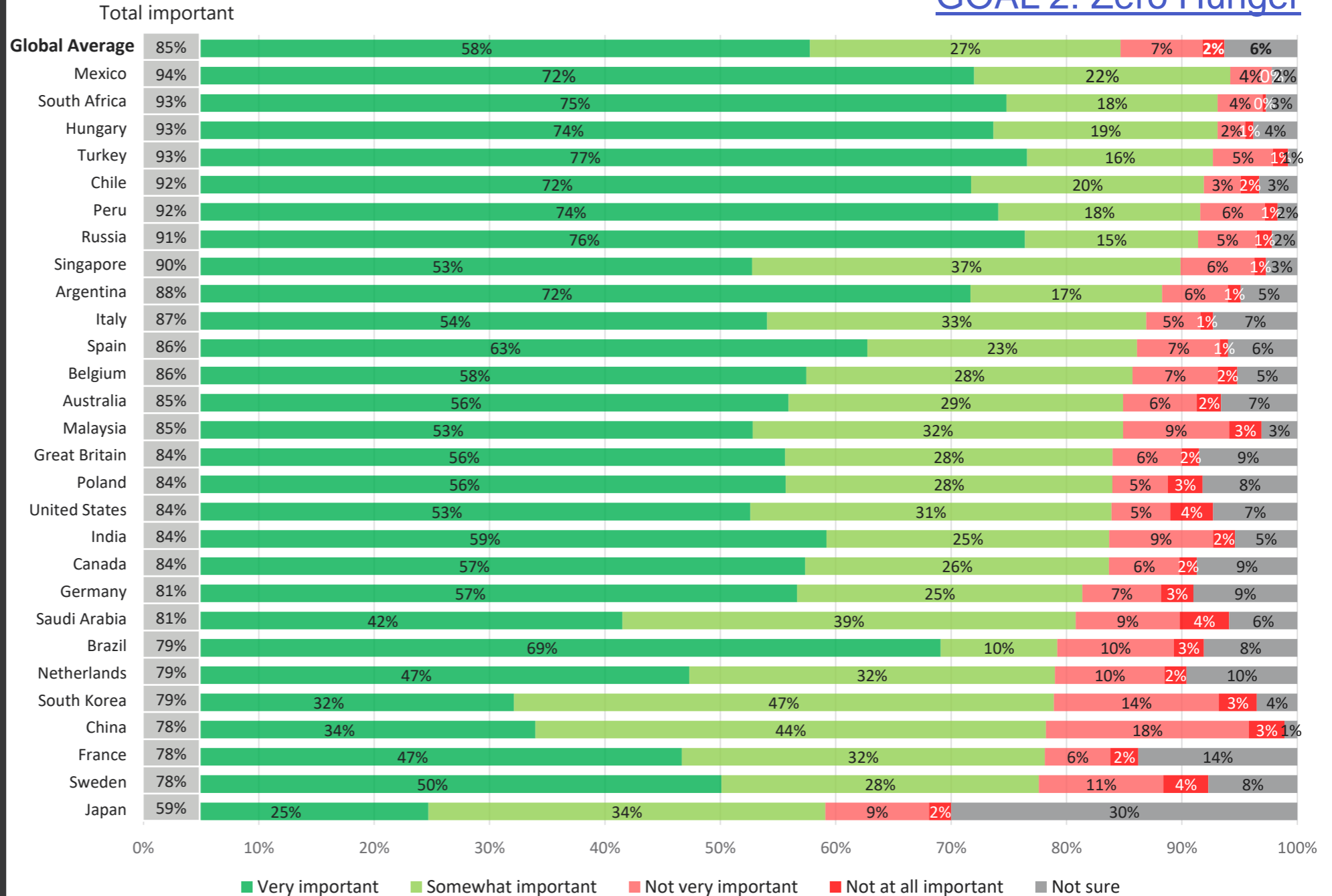
GOAL 1: No Poverty



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

GOAL 2: Zero Hunger



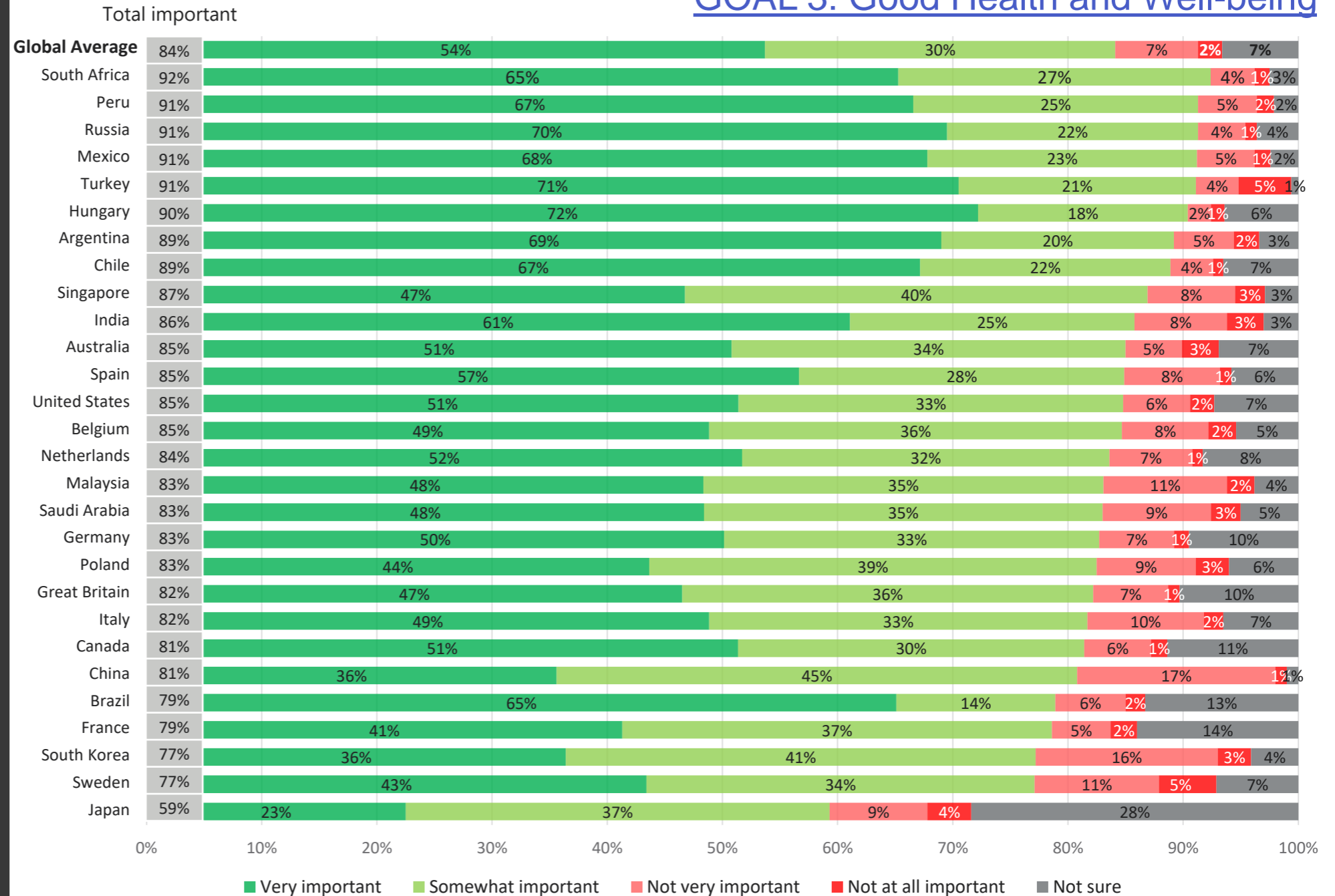
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Ensure healthy lives and promote well-being for all at all ages

GOAL 3: Good Health and Well-being



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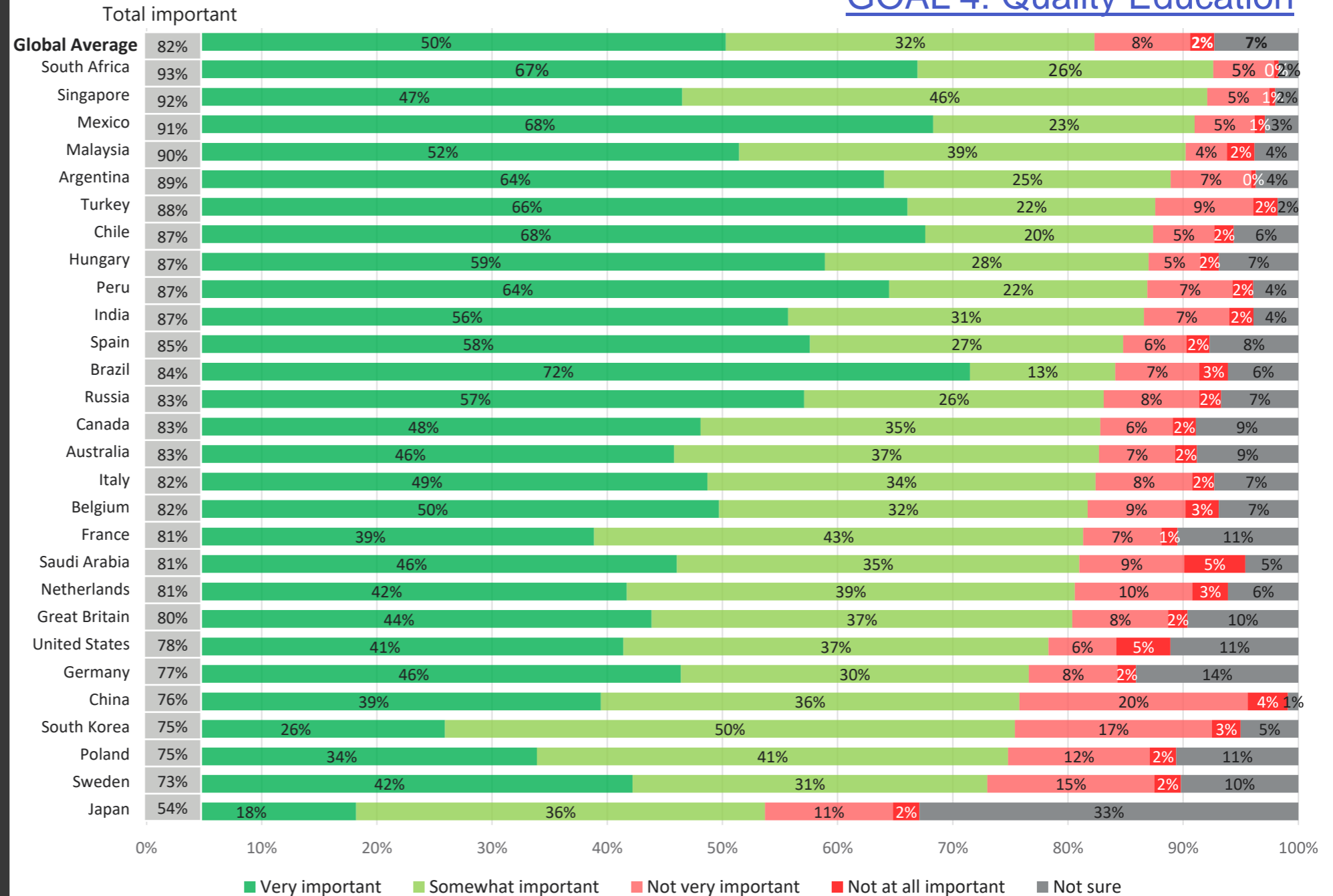


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Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



GOAL 4: Quality Education

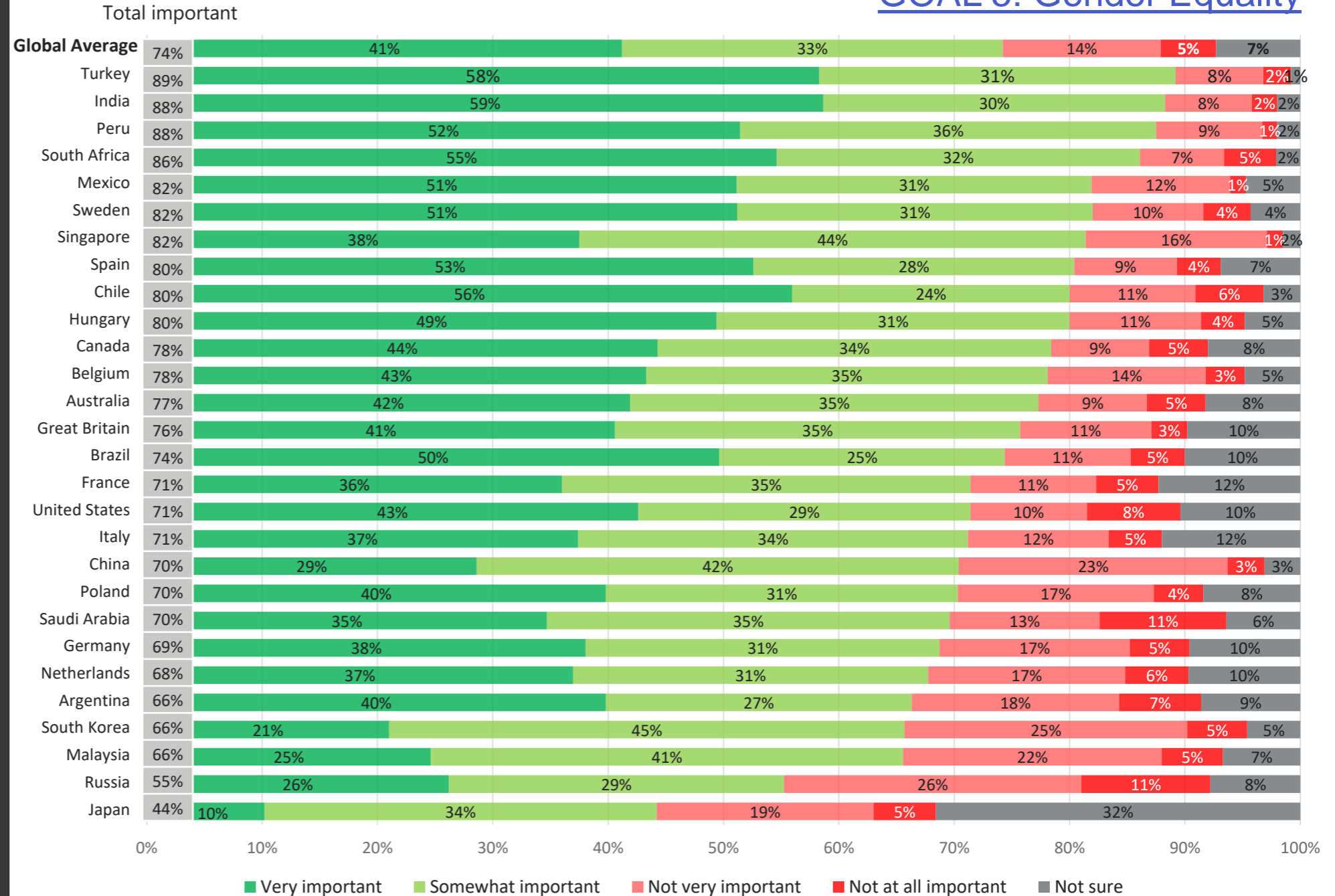


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Achieve gender equality and empower all women and girls

GOAL 5: Gender Equality



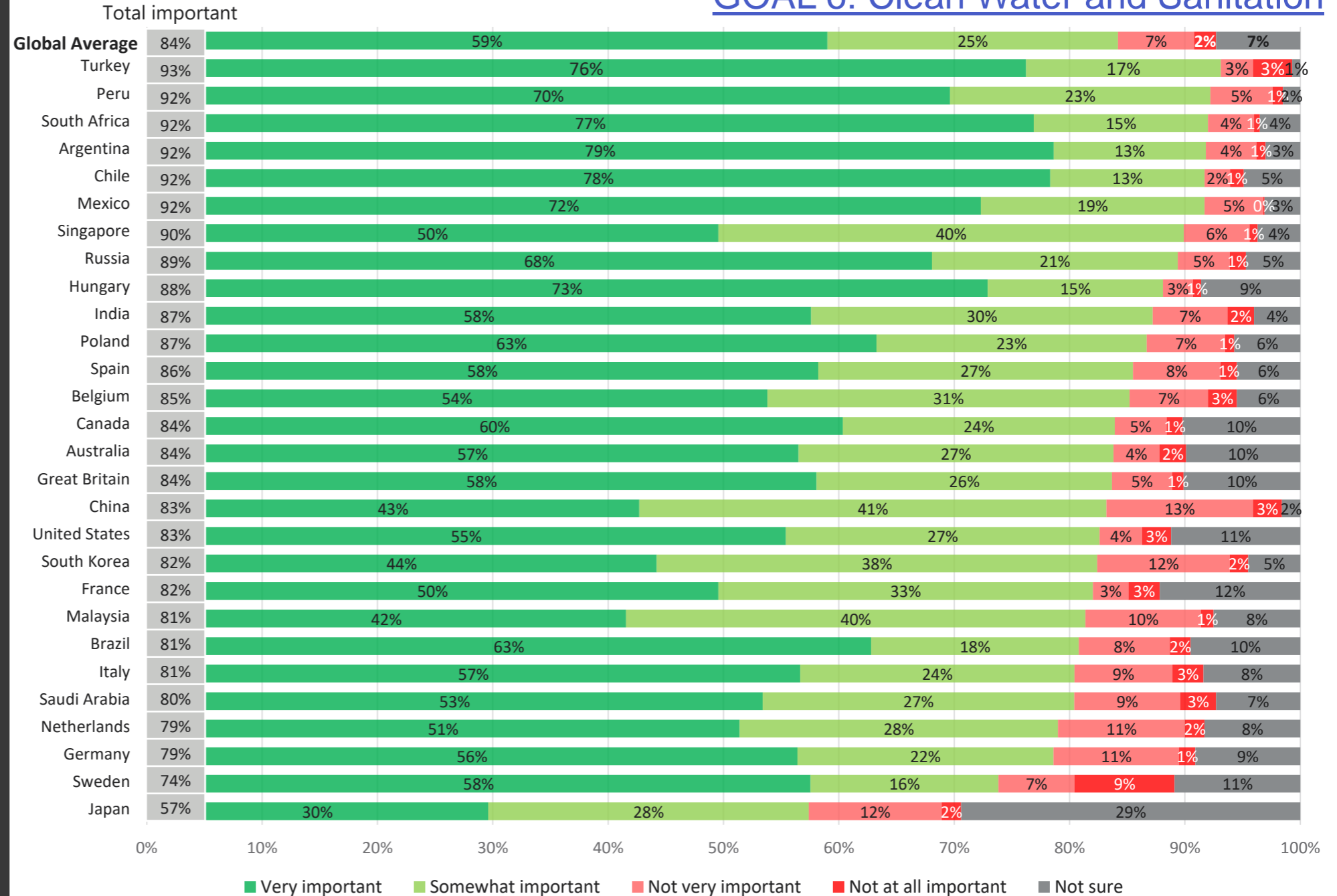
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Ensure availability and sustainable management of water and sanitation for all

GOAL 6: Clean Water and Sanitation



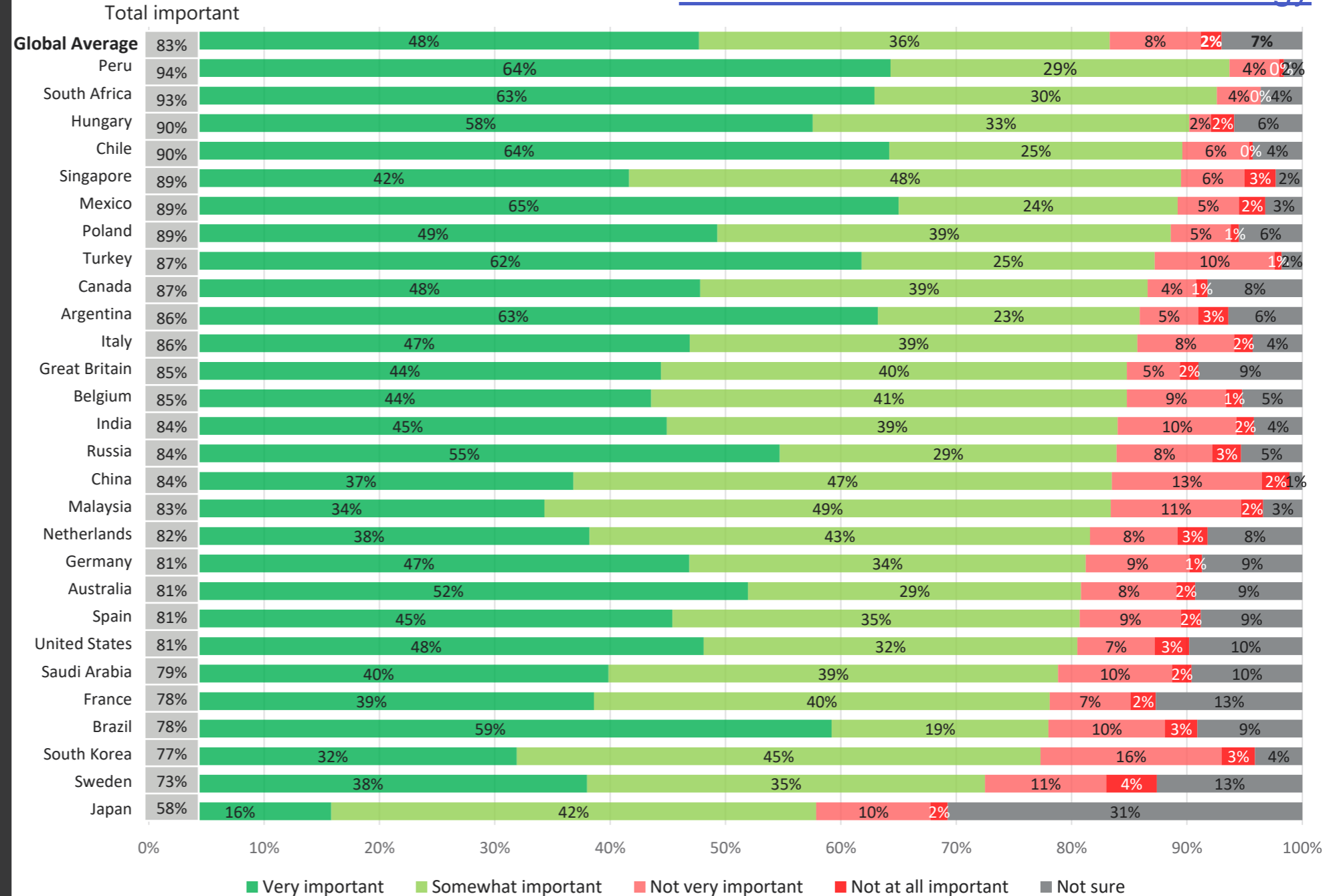
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Ensure access to affordable, reliable, sustainable and modern energy for all

GOAL 7: Affordable and Clean Energy



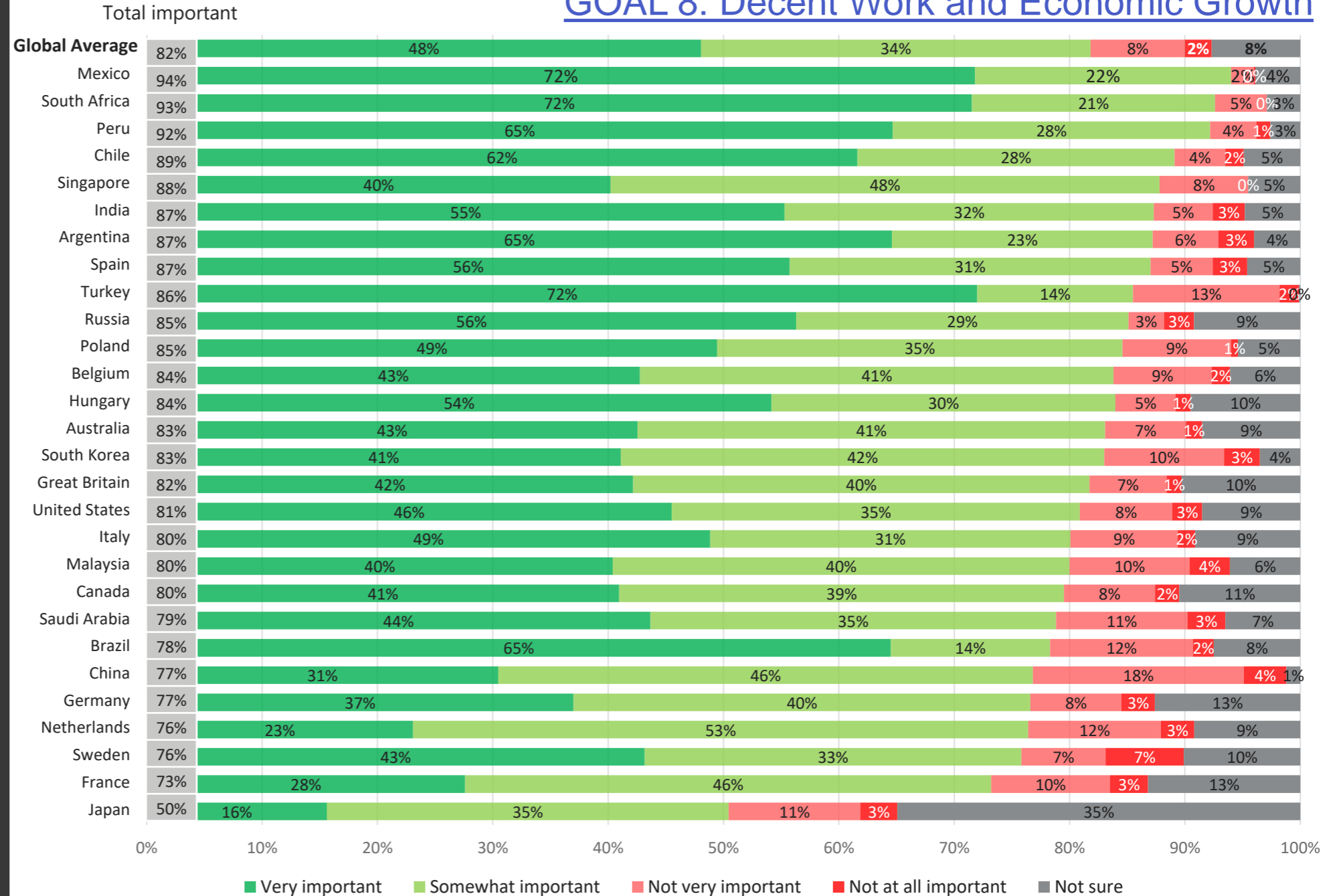
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Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

GOAL 8: Decent Work and Economic Growth



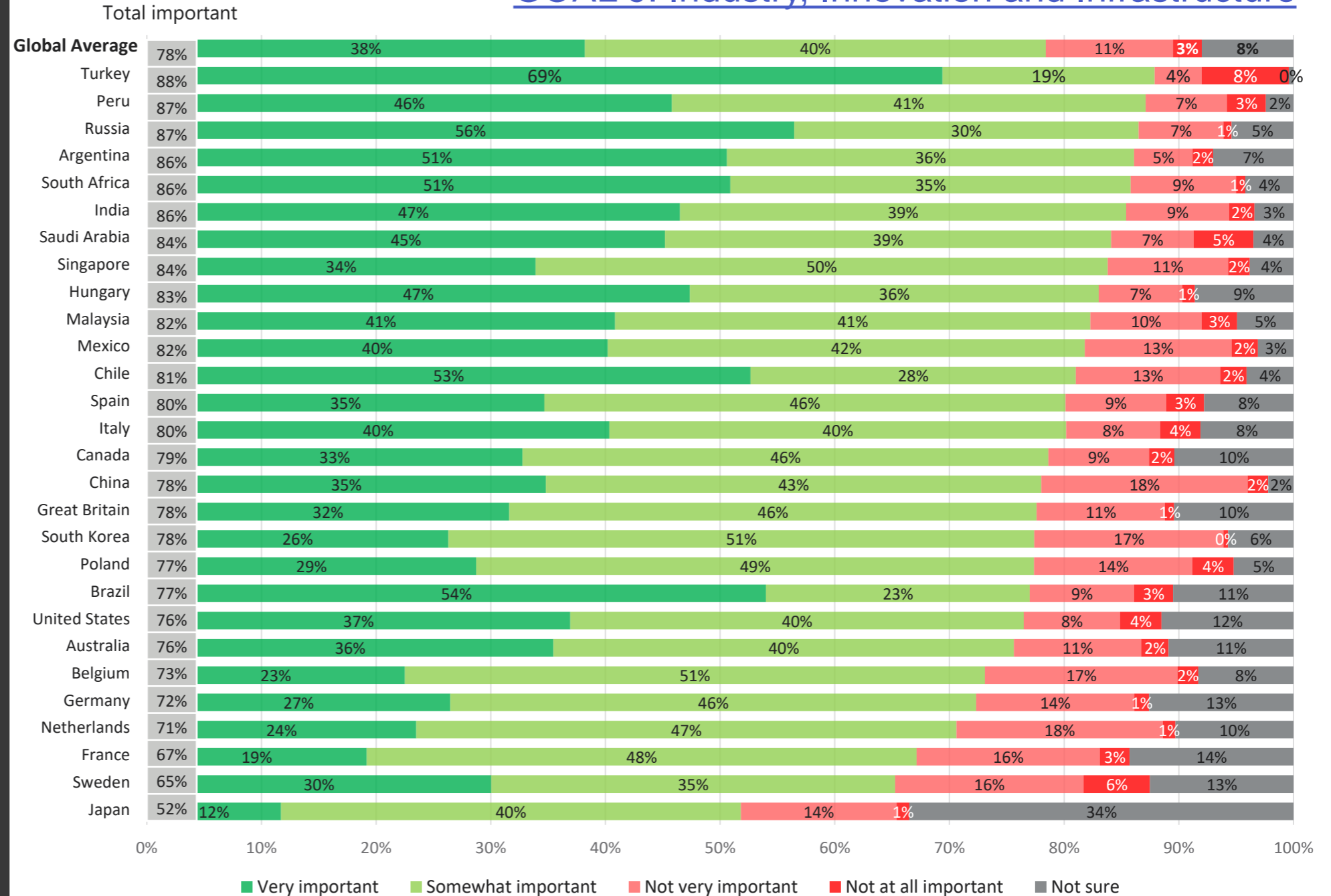
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Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation

GOAL 9: Industry, Innovation and Infrastructure



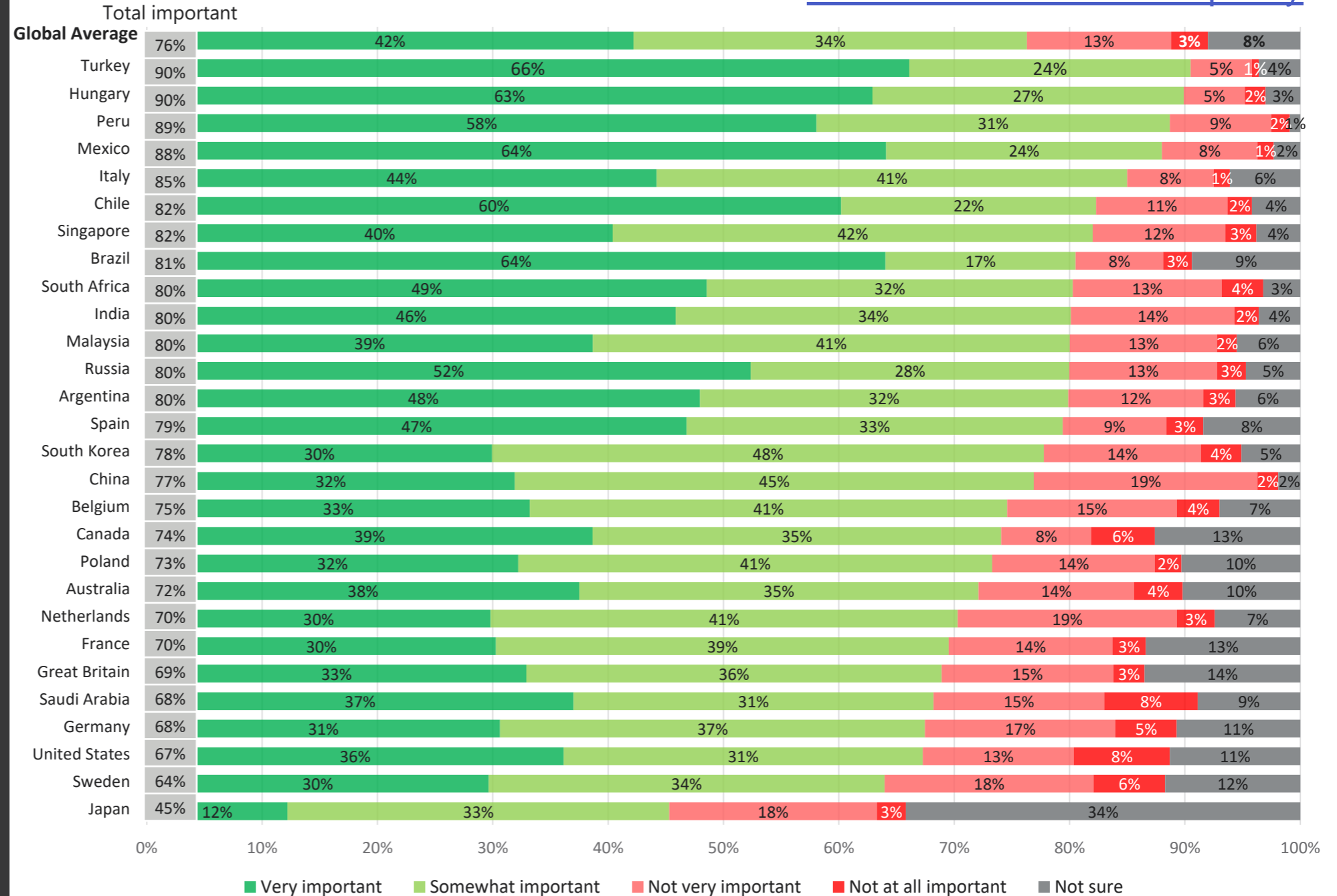
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Reduce income inequality within and among countries

GOAL 10: Reduced Inequality



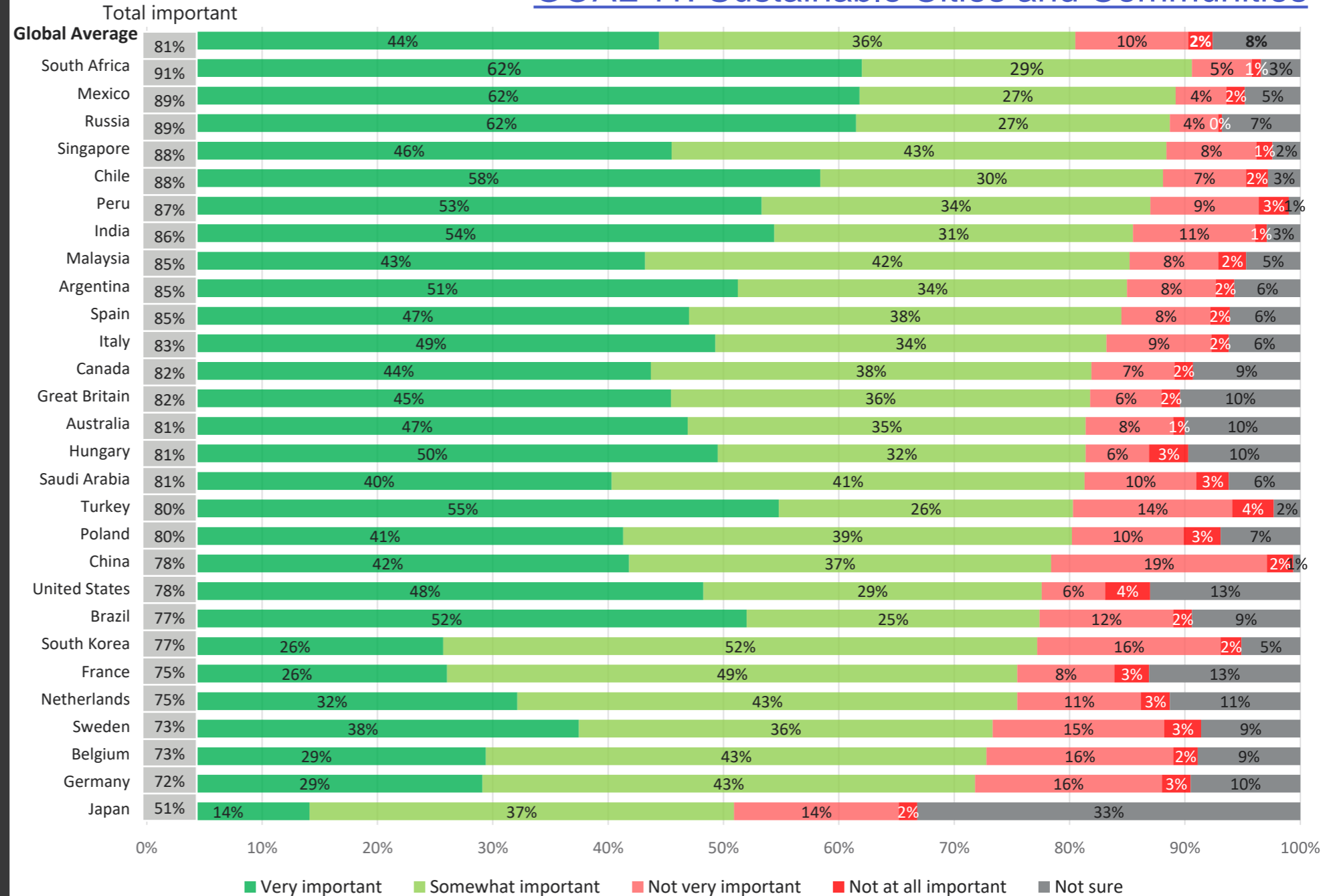
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Make cities and human settlements inclusive, safe, resilient, and sustainable

GOAL 11: Sustainable Cities and Communities

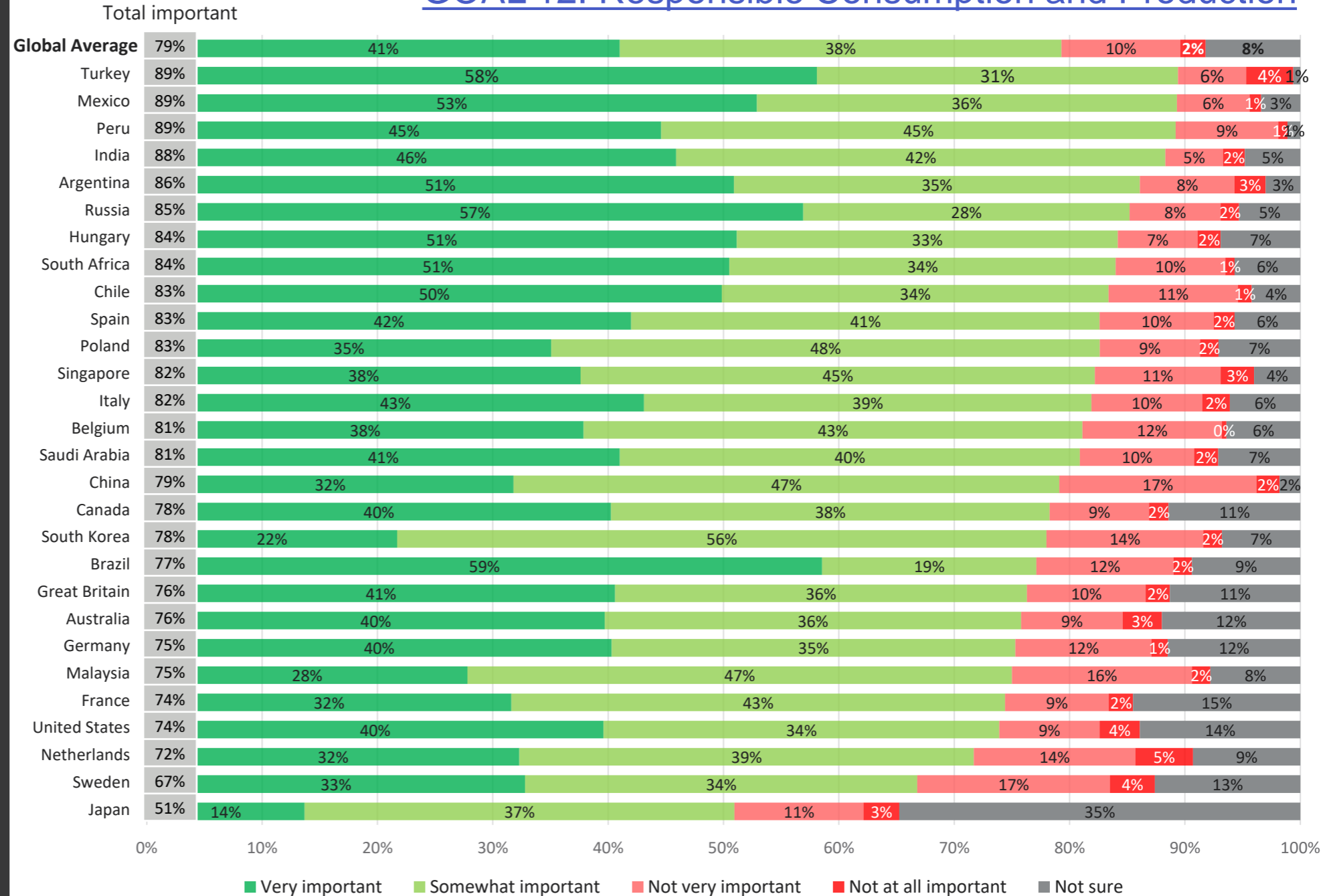


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Ensure sustainable consumption and production patterns



GOAL 12: Responsible Consumption and Production

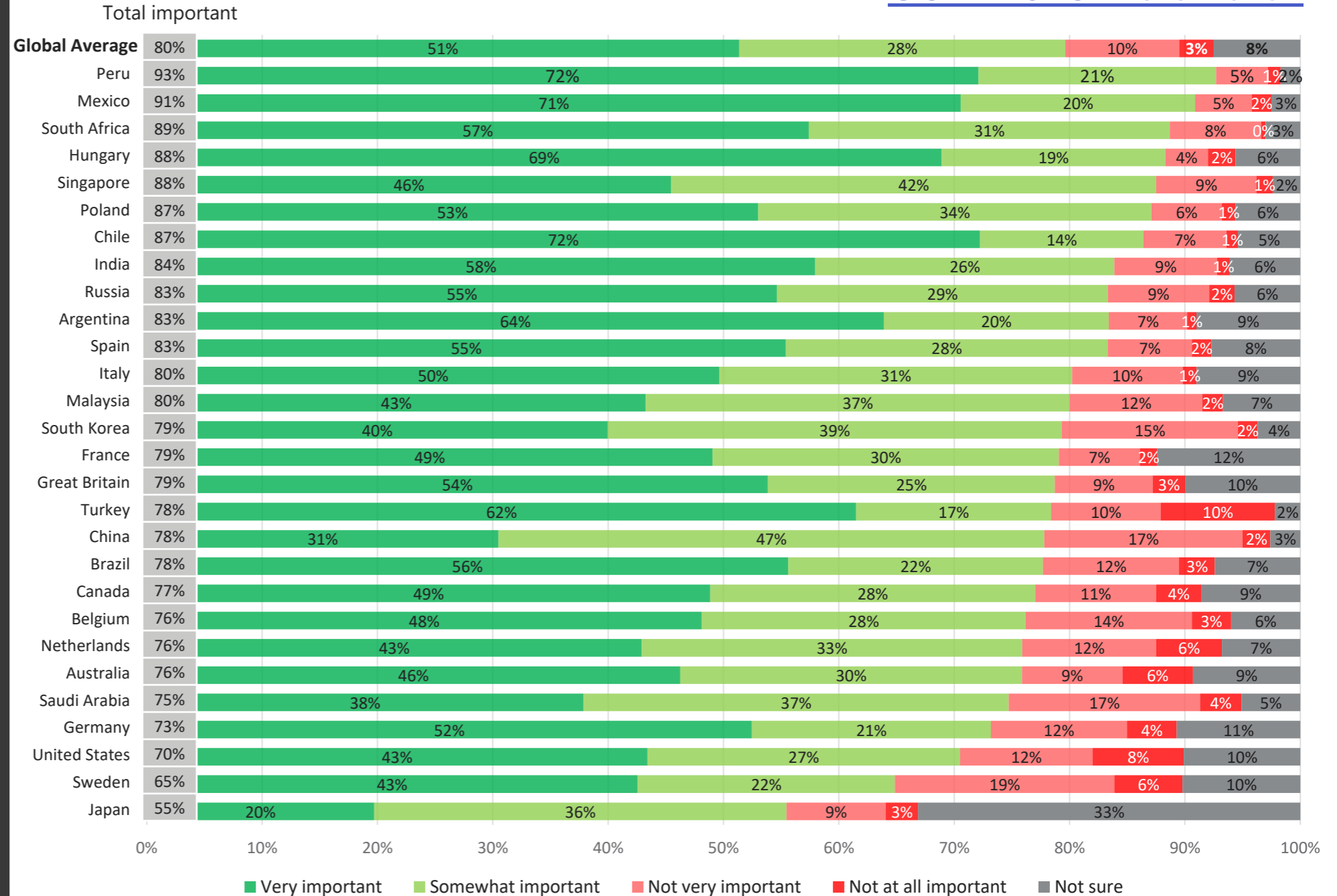


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Take urgent action to combat climate change and its impacts by regulating emissions and promoting developments in renewable energy

GOAL 13: Climate Action



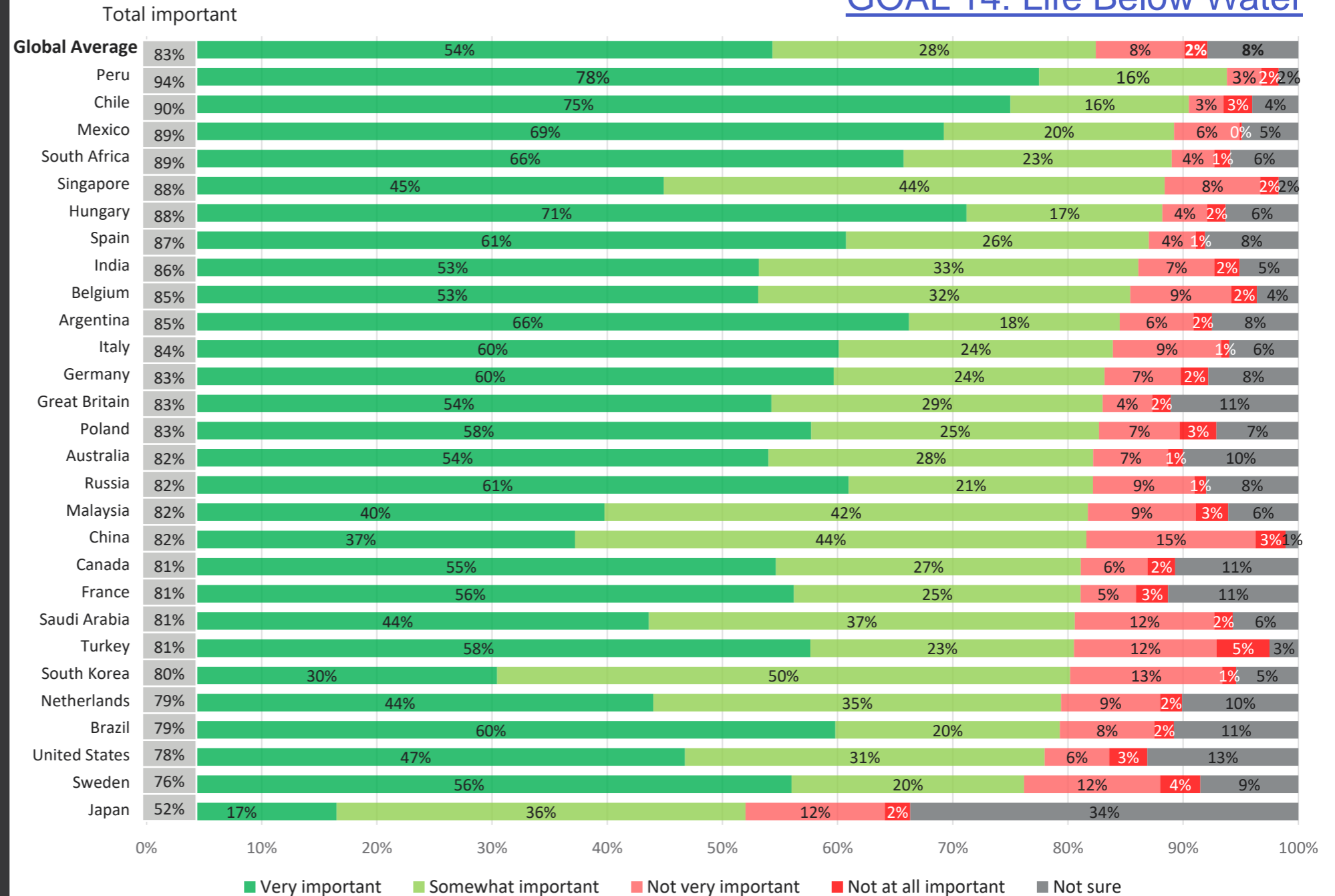
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Conserve and sustainably use the oceans, seas and marine resources for sustainable development

GOAL 14: Life Below Water



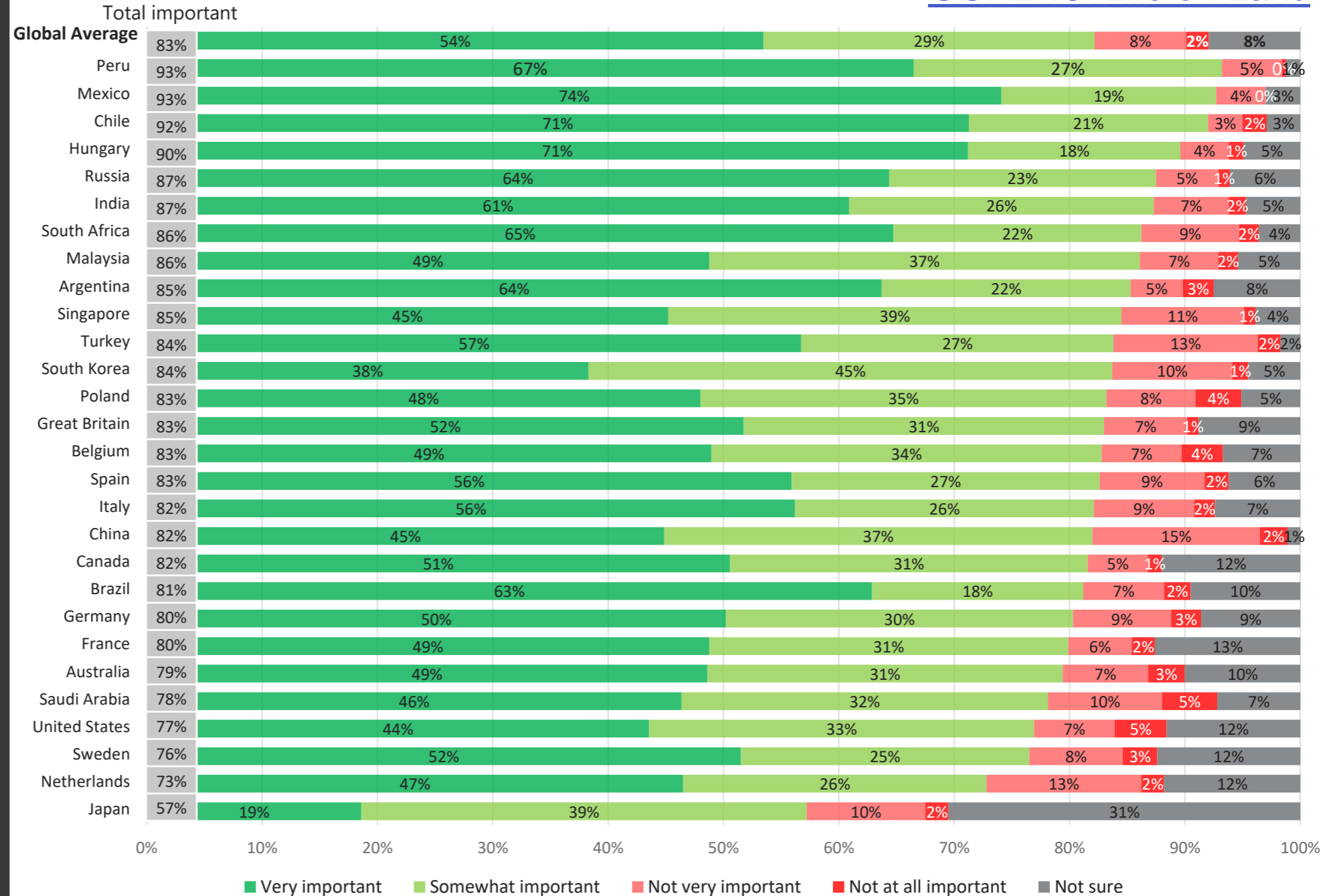
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Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

GOAL 15: Life on Land



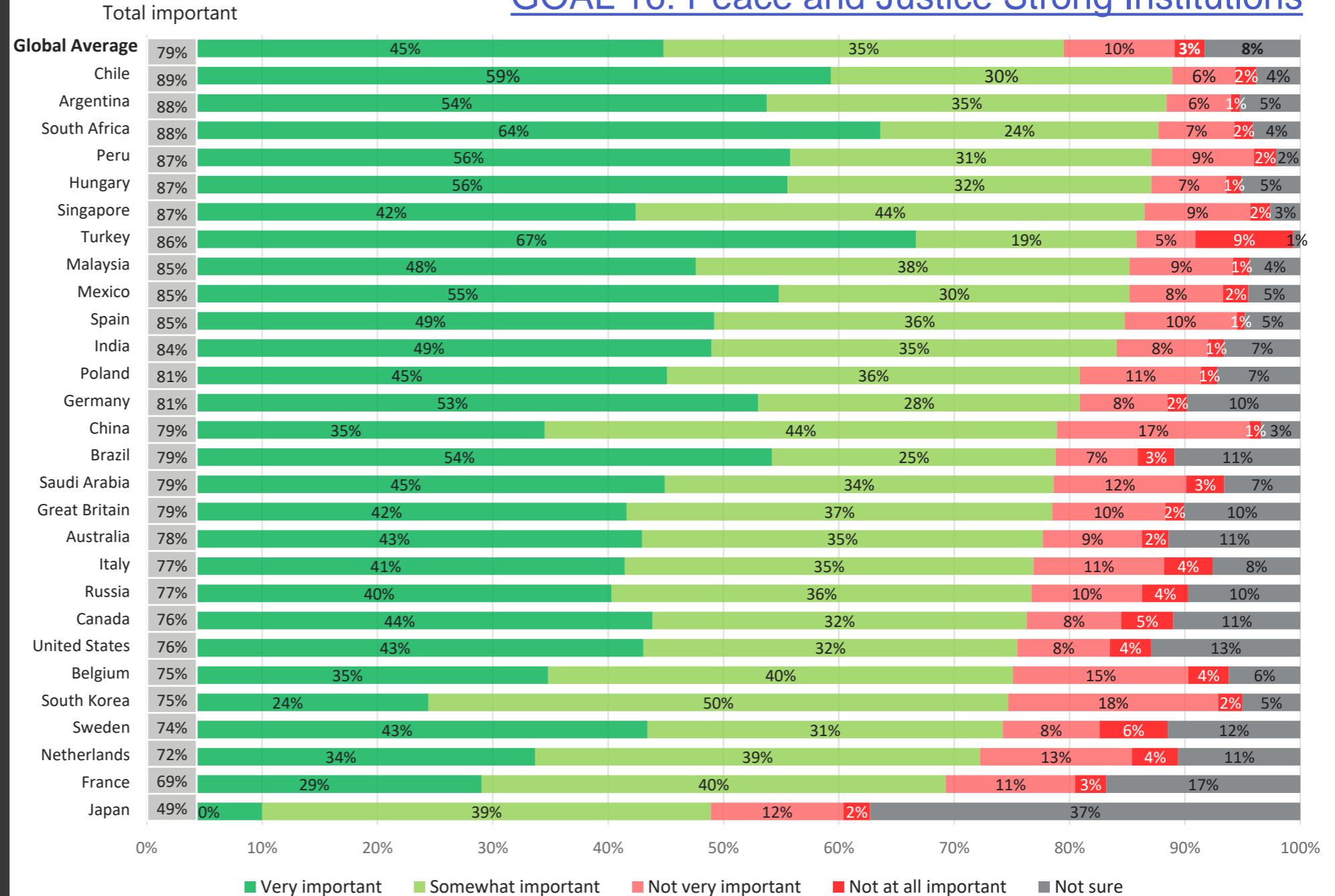
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Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

GOAL 16: Peace and Justice Strong Institutions



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- 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.