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### 89% Urban Indians claim to be aware of UN Sustainable Development Goals: WEF-Ipsos Survey

Gender equality & empowerment of women & girls and sustainable consumption & production patterns, top 2 SDGs of Indians

**New Delhi, September 27, 2019:** According to a global survey by World Economic Forum (WEF) in partnership with Ipsos, a global market research company, at least 89% of urban Indians polled claim to be aware of the United Nations laid down Sustainable Development Goals (SDGs). Interestingly, in terms of familiarity, only 55% Indians claimed to be familiar with the SDGs.

India is placed among the top markets that claimed to be aware of SDGs and is placed 3<sup>rd</sup> in the pecking order - the top markets being: Turkey (with 92% awareness), Mainland China (90%), India (89%), and the trio of Brazil, Malaysia and Sweden at 87%.

In 2015, world leaders agreed to 17 goals for a better world by 2030. These goals called the United Nations Sustainable Development Goals (SDGs), have the power to end poverty, fight inequality and stop climate change, among others. It requires the partnership of govts, private sector, civil societies and citizens to make sure we leave a better planet for future generations. So, which are the most important SDGs from the standpoint of Indians?

Top SDGs for urban Indians are: **achieve gender equality and empower all women and girls (88%); ensure sustainable consumption and production patterns (88%); to end poverty in all its forms (87%); ensure availability and sustainable management of water and sanitation for all (87%); protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification and halt and reverse land degradation and halt biodiversity loss (87%); ensure inclusive and equitable quality education and promote lifelong learning opportunities for all and promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (87%),** among others.





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*“Indians have chosen these top SDGs as government has given significant thrust in these areas and it seems to resonate well with urban Indians. Several initiatives by the government and further amplified by corporates, on girl child, women, cleanliness, environment, health, education etc. are helping the country inch towards these goals. Urban Indians are willing to make changes, seeing the orchestrated efforts around SDGs,” says **Parijat Chakraborty, Country Service Line Leader, Ipsos Public Affairs & Corporate Reputation.***

### About the Survey

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.





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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.

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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1<sup>st</sup>, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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## PRESS RELEASE

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So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

**You act better when you are sure.**

