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Awareness of the United Nations' Sustainable Development Goals high in Singapore with access to Quality Education ranked most important – Ipsos Report

Highlights

- Two-thirds of adults globally have at least some awareness of the Sustainable Development Goals.
- In Singapore, 77% of adults have at least heard about them, though only 35% say they are familiar with the goals.
- Nearly 9 in 10 adult Singaporeans deem the first 16 UN Sustainable Development Goals as important.
- The goal of most perceived importance being ensuring access to quality education. Climate Action ranked #8 for Singaporeans.

[Singapore, October 1, 2019] – In the lead up to the Sustainable Development Impact Summit held in New York on 23 - 24 September 2019, an Ipsos survey finds that at a global level, three out of four adults (74%) have at least some awareness of the United Nations' Sustainable Development Goals (SDGs).

These goals, laid out by world leaders in 2015, were 17 benchmarks set in order to end poverty, fight inequality, and stop climate change around the world. This survey asked more than 19,000 adults from 28 countries about their awareness and opinions of 16 of the 17 SDGs.

Awareness and familiarity with the SDGs tend to be significantly higher in emerging countries than they are in economically advanced countries. **Awareness, i.e., the incidence of adults who have at least heard about them, in Singapore is slightly above global average at 77%.** 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%)

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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%), and China (52%). **In Singapore, about 35% say they are familiar with the goals.** In contrast, only about one in ten people surveyed in Japan (8%), France (11%), and Great Britain (13%) report being familiar with the SDGs.

Each one of the first 16 SDGs is deemed very or somewhat important by at least three quarters of all adults surveyed across the 18 countries. **The proportion is higher in Singapore, with nearly 9 in 10 of all adults saying these SDGs are very or somewhat important. The goal of highest perceived importance among Singaporeans is ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all. Climate Action ranked #8 for Singaporeans in importance.**

This is how the first 16 SDGs rank for Singaporeans in perceived importance:

SG Rank	SG % Important*	UN SDG	UN SDG	Global % Important	Global Rank	Significant Rankings Around the World
1	92%	Quality Education	Goal 4	82%	7	#1 in Brazil & Malaysia but last in Peru (#16) and third to last in China and Poland (#14)
2	90%	Clean Water and Sanitation	Goal 6	84%	2	#1 in 3 countries Argentina, France, Turkey and in the top 3 of 12 other countries
3	90%	Zero Hunger	Goal 2	85%	1	#1 in 7 countries Belgium, Chile, Hungary, Italy, Mexico, Russia and South Africa, but second to last #15 in India
4	89%	Affordable and Clean Energy	Goal 7	83%	4	In the top 3 of 11 countries, including #1 in Canada, China, Great Britain and Poland
5	88%	Life Below Water	Goal 14	83%	5	#1 in Germany, Spain and Peru

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SG Rank	SG % Important*	UN SDG	UN SDG	Global % Important	Global Rank	Significant Rankings Around the World
6	88%	Sustainable Cities and Communities	Goal 11	81%	10	In the top 5 of Malaysia, Saudi Arabia, Italy and Russia
7	88%	Decent Work and Economic Growth	Goal 8	82%	8	#2 in Spain, South Korea, Mexico and South Africa
8	88%	Climate Action	Goal 13	80%	11	In the top 5 of Poland, Peru, France and South Korea
9	87%	No Poverty	Goal 1	82%	9	In the top 3 of Malaysia, Saudi Arabia, Spain and Mexico
10	87%	Good Health and Well-being	Goal 3	84%	3	In the top 3 of 11 countries, including #1 in Australia, Japan, the Netherlands and the United States
11	87%	Peace, Justice and Strong Institutions	Goal 16	79%	12	In the top 5 of Argentina, Germany and Malaysia
12	85%	Life on Land	Goal 15	83%	6	#1 in South Korea and in the top 3 of Brazil, Chile, China, India, Malaysia and Peru
13	84%	Industry, Innovation and Infrastructure	Goal 9	79%	13	#1 in Saudi Arabia
14	82%	Responsible Consumption and Production	Goal 12	79%	14	#1 in India and in the top 5 of Turkey and Saudi Arabia
15	82%	Reduced Inequality	Goal 10	76%	15	In the top 5 of Italy, Brazil, Hungary and Turkey
16	82%	Gender Equality	Goal 5	74%	16	#1 in Sweden and #2 in India

* Refers to the proportion of adult Singaporeans who indicate this goal as somewhat or very important.

Hui-Ching Tan, Director of Public Affairs at Ipsos in Singapore, comments, "While there is recent increased discussion on the effects and potential impact of climate change to Singapore, it is still a relatively distant concern for Singaporeans. Our research has shown that there is significant expectation on the Government to act on climate change. PM Lee

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also pointed out at the recent UN Climate Action Summit in New York, that it will need the combined effort from all countries to stop climate change. Naturally, areas of more immediate impact like quality education and access to clean water continue to be areas of most concern for Singaporeans.”

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About the Study

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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Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of online surveys conducted on Global Advisor is measured using a Bayesian Credibility Interval. Here, the poll has a credibility interval of +/-3.5 percentage points for countries where the sample is 1,000+ and +/- 4.8 points for countries where the sample is 500+. For more information on the Ipsos use of credibility intervals, please go to Ipsos.com.

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About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 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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