



HONG KONG PEOPLE AGREE WITH GLOBAL PUBLIC TO RANK ENDING HUNGER AND ENSURING HEALTHY LIVES AS TOP PRIORITIES AMONG U.N. SUSTAINABILITY DEVELOPMENT GOALS

24 June 2021 - Hong Kong Public also very attached to development of clean water/sanitation and peaceful and inclusive societies for sustainable development. Governments more likely than businesses and citizens to be seen as not taking enough responsibility for achieving Sustainable Development Goals.

A new Ipsos survey conducted about the United Nations' Sustainable Development Goals finds "zero hunger", "no poverty" and "good health and well-being" ranking as the global public's top priorities.

In 2015, world leaders agreed to 17 goals (also referred to as "SDGs") for a better world by 2030. They engage governments, the private sector, civil society and citizens to achieve a better and more sustainable future for all. Ipsos asked 20,000 adults from 29 markets to rank 8 randomly selected SDGs among 16 of them, in order of priority to address today. Each of the 16 goals was evaluated by close to 10,000 respondents.

The survey finds a remarkable consensus among citizens from all regions of the world when it comes to top priorities.

- "Zero hunger", the SDG most viewed as a priority globally, ranks #1 in 20 of 29 markets and is in the top 3 of 6 other markets
- "No poverty", the #2 priority globally, ranks #1 in 4 markets and is in the top 3 of 20 other markets
- "Good health and well-being", the #3 priority globally, ranks #1 in 4 markets and is in the top 3 of 13 other markets

Furthermore, all three of the next priority goals based on the global ranking show in the top 3 of 9 markets:

- "Clean water and sanitation",
- "Decent work and economic growth", and
- "Quality education"

In Hong Kong, "Zero Hunger" comes first, followed by "Clean water and sanitation", and "Peace, justice and strong institutions". Those are followed by a several of sustainable and wellbeing oriented goals. 59% of Hong Kong people believe the government should do more to achieve these goals (53% globally), and 52% think so of businesses (42% globally).

For detailed results of the study please refer to the attached document.

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About this survey

These are the results of a 29-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 20,110 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, Turkey & Hong Kong, and people 16-74 in 24 other markets between April 23 and May 7, 2021.

For more information about this survey contact Nicolas.bijuk@ipsos.com

To access the data & presentation click [here](#)

About Ipsos

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

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.

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