



## **Ipsos Public Affairs Findings** **from a Global Poll on the Sustainable Development Goals**

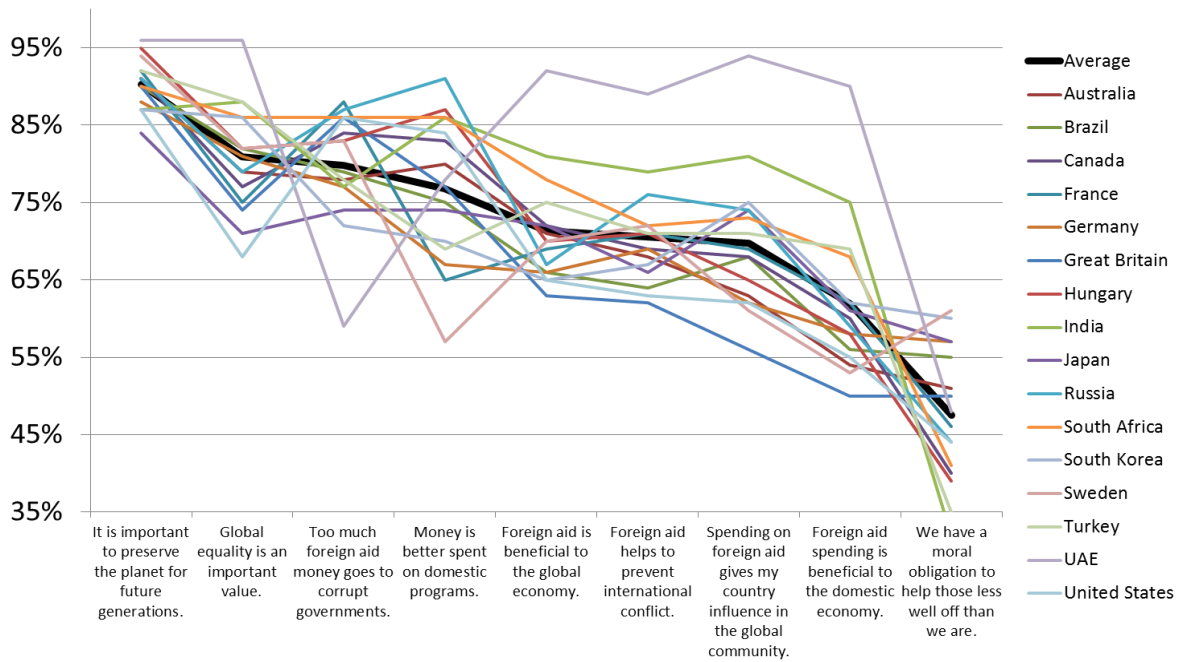
**Finding 1:** There a substantial disconnect between what people think the government spends on foreign aid, what they would like the government to spend, and the actual level of expenditure on foreign aid.

- In general, most people (41%) think that their country spends between 3 and 10% of the annual budget on foreign aid, and 42% would prefer if their government stayed within that range.
- In reality, there is only one country in our study of 17 that spends more than 3% on foreign aid (UAE, 4.4%) and the majority of countries spend less than 1% (12 out of 17).
- However, some countries have a large minority of people who think there should be no foreign aid spending at all (Great Britain, Hungary, Japan, South Korea, and the US all in the neighborhood of 20%).
- At the other end of the spectrum, people in the UAE and Brazil would like their countries to spend much more on foreign aid – in Brazil 22% think that over 20% of the national budget should be spent on foreign aid, and in the UAE that number is 52%.

*Questions 1 and 1a: What percentage of your country's national budget do you think is currently spent on foreign aid (not including any military spending)? What percentage do you think should be spent on foreign aid?*

**Finding 2:** There is consensus around the world on the substance of the sustainable development goals, however there is a lot of divergence around the process to achieve these goals.

**[Top2Box] To what extent, if at all, do you agree or disagree with the following statements:**

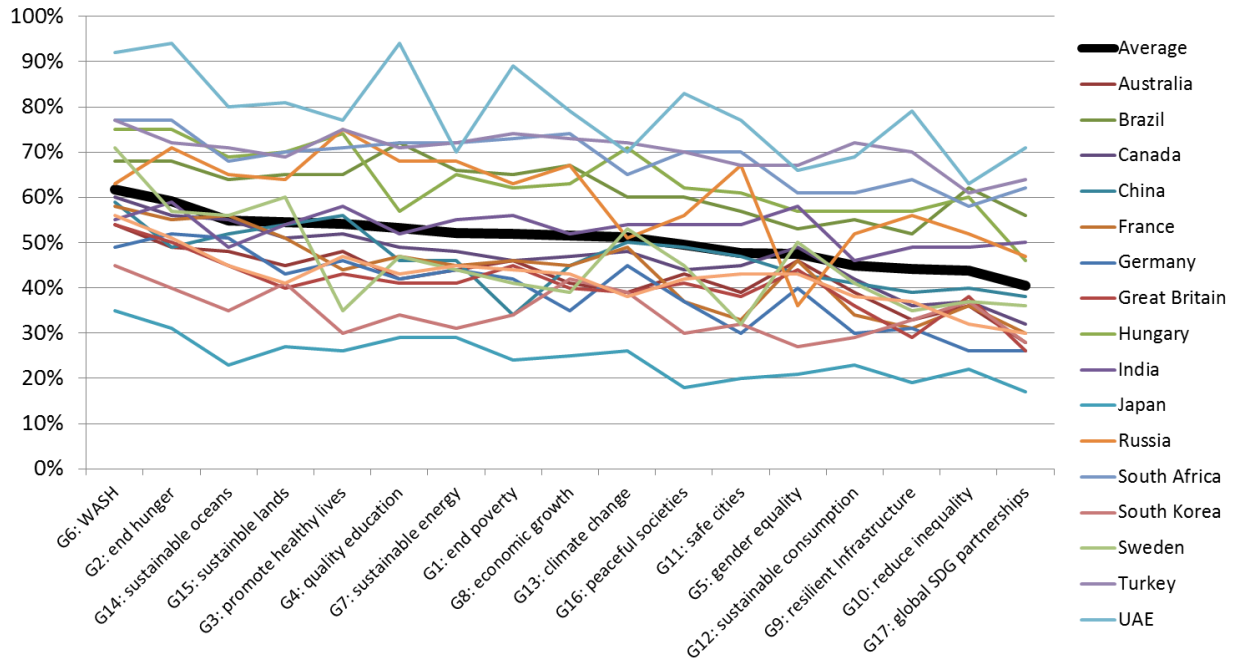


- The UAE (very light purple line) is the most notable outlier in this question, with over 90% of people strongly or somewhat agreeing with most positive statements in support of foreign aid.
- On the other end of the spectrum, Japan (light purple line) is the least likely to agree with most positive statements about foreign aid.

**Question 2:** To what extent, if at all, do you agree or disagree with the following statements:

**Finding 3:** Physiological needs (water and food) are considered the most vital, although people consider all 17 goals to be important.

**[Very Important] How important, if at all, do you think each of the following goals is:**



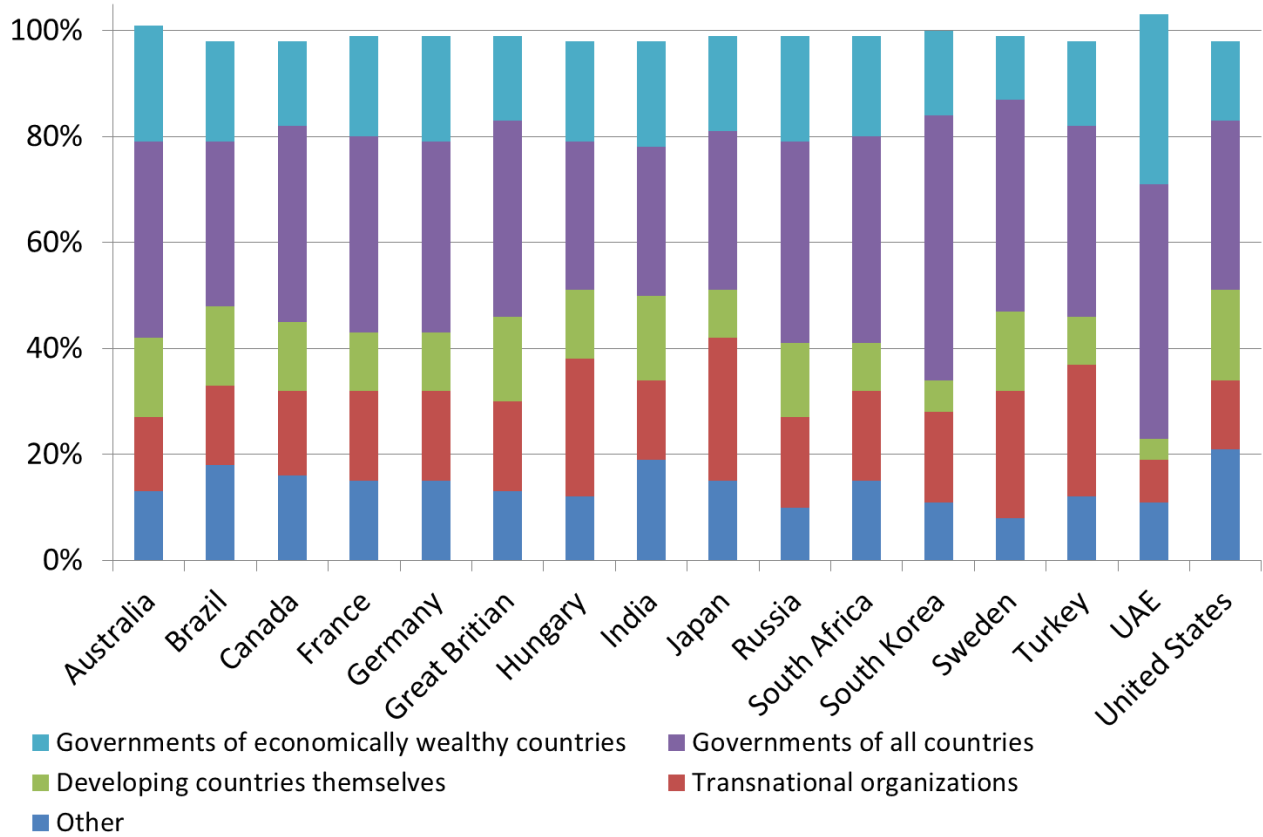
- More than 85% of responses in every country consider these goals to be important (very + somewhat), indicating there is universal agreement on the importance of the SDGs.
  - The goals with the least amount of support are: G5 gender equality, G10 reduce inequality, and G17 global SDG partnerships
- *Goal Six: Ensure availability and sustainable management of water and sanitation for all* is the most highly supported goal, with an average of 62% of people saying that it is very important.
- *Goal Two: End hunger, achieve food security and improved nutrition and promote sustainable agriculture* is the second most supported, with an average of 60% of people saying that it is very important.
- Relative importance of goals differs widely by country, however, some broad generalizations can be made
  - UAE is almost universally the most supportive country, other “optimistic” countries include Turkey, South Africa, and Hungary.
  - Japan is almost universally the least supportive country, other “pessimistic” countries include South Korea, the US, Sweden and Germany.

**Question 3:** *Late this year, leaders around the world will agree a set of goals for global development. How important, if at all, do you think each of the following goals is...*<sup>1</sup>

<sup>1</sup> Full list of Sustainable Development Goals is appended.



**Finding 4:** The plurality of respondents around the globe say that all countries should take responsibility for paying for development goals. Beyond that, there is still disagreement on if wealthy or developing countries should foot most of the bill.



*Question 4: Who do you think should take responsibility for paying for programs and policies that work towards these global development goals?*



## Sustainable Development Goals

<b>Goal 1</b>	End poverty in all its forms everywhere
<b>Goal 2</b>	End hunger, achieve food security and improved nutrition and promote sustainable agriculture
<b>Goal 3</b>	Ensure healthy lives and promote well-being for all at all ages
<b>Goal 4</b>	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
<b>Goal 5</b>	Achieve gender equality and empower all women and girls
<b>Goal 6</b>	Ensure availability and sustainable management of water and sanitation for all
<b>Goal 7</b>	Ensure access to affordable, reliable, sustainable and modern energy for all
<b>Goal 8</b>	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
<b>Goal 9</b>	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
<b>Goal 10</b>	Reduce inequality within and among countries
<b>Goal 11</b>	Make cities and human settlements inclusive, safe, resilient and sustainable
<b>Goal 12</b>	Ensure sustainable consumption and production patterns
<b>Goal 13</b>	Take urgent action to combat climate change and its impacts*
<b>Goal 14</b>	Conserve and sustainably use the oceans, seas and marine resources for sustainable development
<b>Goal 15</b>	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
<b>Goal 16</b>	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
<b>Goal 17</b>	Strengthen the means of implementation and revitalize the global partnership for sustainable development



## **Ipsos Public Affairs Findings from a Global Poll on the Sustainable Development Goals Methodology:**

Ipsos Global @dvisor is an online, monthly syndicated research service used to generate information for media and clients. Global @dvisor can be used to produce global, multi-country, and local public opinion data for media releases, measure corporate reputation and risk management, plan crisis management and strategy, forecast trends on specific issues, determine usage of brands and services, determine the impact of advertising campaigns, explore consumer purchase intentions, profile demographics and estimated market share, and create proprietary indexes. Every month, Global @dvisor completes 500 to 1,000 online interviews in each country of interest, with capabilities in 25 countries, including: Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, India, Israel, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey, and the United States.

For this study, 12,709 individuals from 16 leading and emerging donor countries (n=1,010 in Australia, n=1,019 in Brazil, n=1,025 in Canada, n=1,015 in China, n=1,016 in France, n=1,015 in Germany, n=1019 in Great Britain, n=500 in Hungary, n=526 in India, n=1000 in Japan, n=505 in Russia, n=503 in South Africa, n=530 in South Korea, n=505 in Sweden, n=505 in Turkey, and n=1,016 in the United States) were asked four questions about their perceptions of foreign aid, the importance they assign to different Sustainable Development Goals (SDGs), and their opinion on who should be responsible for paying for policies and programs to achieve the SDGs. Respondents in China were only asked Question 3, and the same set of questions was fielded in the UAE through the CATI phone omnibus. Results were weighted to balance demographics and ensure that the sample's composition reflected the adult population of each country according to Census data.