U.N. SUSTAINABLE DEVELOPMENT GOALS IN 2021: PUBLIC OPINION ON PRIORITIES AND STAKEHOLDERS' COMMITMENT

28-Country Ipsos survey for The World Economic Forum

Conducted April 23 – May 7, 2021
For more information, go to https://www.ipsos.com/en/global-public-ranks-ending-hunger-and-poverty-and-ensuring-healthy-lives-top-priorities-among-un

GAME CHANGERS

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CITIZENS' OPINION ON UN SDG PRIORITY ORDER (GLOBAL COUNTRY AVERAGE)

Q. In 2015, world leaders agreed to 17 goals for a better world by 2030. They are referred to as the United Nations' Sustainable Development Goals (SDGs). They engage governments, private sector, civil society and citizens to achieve a better and more sustainable future for all. Below are eight of these goals. We would like your opinion on which of these you feel are the highest priority to address today. Please rank in order of priority, from the highest to the lowest.

Priority Rank	SDG	Goal Number and Description
1	Zero hunger	2 - End hunger, achieve food security and improved nutrition, and promote sustainable agriculture
2	No poverty	1 - End poverty in all its forms everywhere
3	Good health and well-being	3 - Ensure healthy lives and promote well-being for all at all ages
4	Clean water and sanitation	6 -Ensure availability and sustainable management of water and sanitation for all
5	Decent work and economic growth	8 - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
6	Quality education	4 - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
7	Climate action	13 -Take urgent action to combat climate change and its impacts by regulating emissions and promoting developments in renewable energy
8	Life on land	15 - Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
9	Life below water	14 - Conserve and sustainably use the oceans, seas and marine resources for sustainable development
10 (tie)	Affordable and clean energy	7 - Ensure access to affordable, reliable, sustainable and modern energy for all
10 (tie)	Peace, justice and strong institutions	16 - 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	Reduced inequality	10 - Reduce income inequality within and among countries
13	Sustainable cities and communities	11 - Make cities and human settlements inclusive, safe, resilient, and sustainable
14	Responsible consumption and production	12 - Ensure sustainable consumption and production patterns
15	Gender equality	5 - Achieve gender equality and empower all women and girls
16	Industry, innovation and infrastructure	9 - Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation

Base: 19,585 online adults aged 16-74 across 28 countries
* Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.

The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

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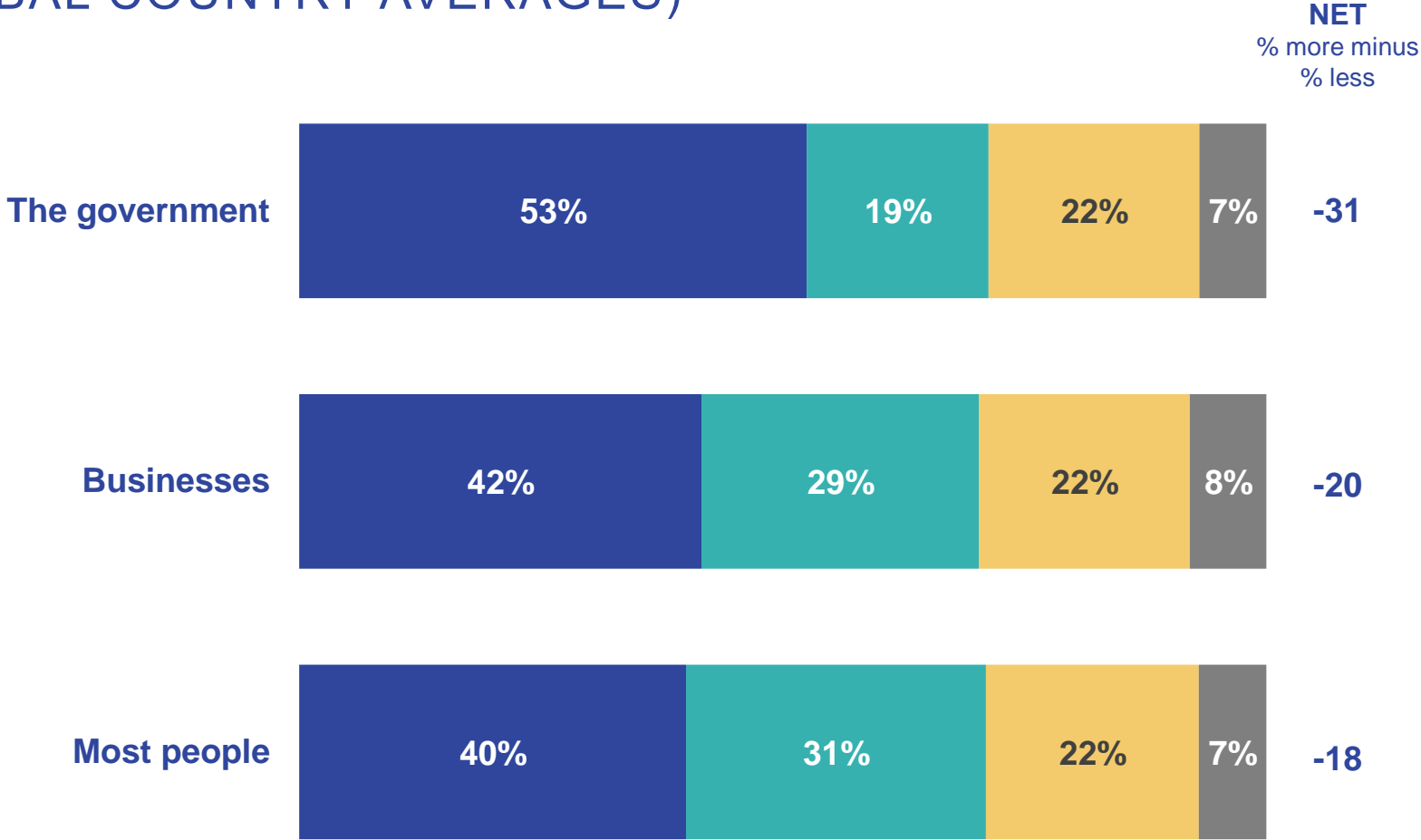
	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China (mainland)	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Zero hunger (2)	1	1	1	3	1	1	1	1	1	2	1	1	1	1	4	2	1	1	1	1	2	2	2	12	1	1	1	1
No poverty (1)	2	2	3	1	2	2	2	14	3	4	3	2	3	3	2	5	2	3	3	3	2	1	1	1	6	2	3	3	4
Good health and well-being (3)	3	5	2	1	5	2	5	5	8	1	2	5	2	2	3	1	5	3	1	5	3	3	9	4	2	7	4	2	2
Clean water and sanitation (6)	4	5	3	4	5	4	5	1	5	2	5	3	4	5	6	2	7	3	4	6	12	9	4	5	6	3	2	5	3
Decent work and economic growth (8)	5	3	6	4	4	9	4	3	2	10	10	8	9	13	4	2	2	2	9	4	6	4	5	3	1	3	9	7	4
Quality education (4)	6	3	12	5	3	8	2	3	3	6	9	9	14	6	4	6	1	3	6	3	6	6	3	6	6	7	11	9	8
Climate action (13)	7	10	6	6	8	5	7	8	7	6	6	3	5	6	6	7	11	7	7	7	4	13	13	11	5	6	4	5	12
Life on land (15)	8	7	5	6	8	5	9	5	5	5	8	7	8	8	11	7	7	4	8	7	6	7	16	12	11	10	8	13	8
Life below water (14)	9	13	8	10	11	7	10	8	10	6	3	6	11	12	8	12	14	9	8	9	11	9	15	15	6	5	7	13	11
Affordable and clean energy (7)	10	11	8	6	13	12	12	11	11	11	7	11	6	16	11	10	11	10	12	12	9	6	9	10	12	7	11	11	6
Peace, justice and strong institutions (16)	10	10	8	14	11	12	10	5	12	14	11	10	11	8	12	13	6	9	9	9	6	8	6	3	11	10	8	8	8
Reduced inequality (10)	12	7	13	3	7	14	7	14	9	13	12	14	8	14	7	7	11	11	14	7	4	11	8	4	13	16	13	4	15
Sustainable cities and communities (11)	13	12	11	15	10	10	14	10	14	16	16	12	13	8	14	14	10	15	14	11	14	12	8	7	14	14	15	15	6
Responsible consumption and production (12)	14	14	15	11	14	15	15	13	13	9	14	12	9	13	13	7	15	14	14	15	15	13	12	5	6	15	13	9	16
Gender equality (5)	15	15	13	11	15	10	13	14	15	11	15	14	15	3	10	16	16	13	13	16	15	16	14	12	16	11	4	16	14
Industry, innovation and infrastructure (9)	16	16	16	16	15	16	16	11	16	15	12	16	15	13	14	15	13	16	16	13	13	15	6	12	14	16	14	12	12

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PERCEIVED EFFORT OF GOVERNMENT, BUSINESSES AND PEOPLE FOR ACHIEVING UN SDG'S (GLOBAL COUNTRY AVERAGES)

Q. For each of the following in [COUNTRY], would you say they are taking more than their share of responsibility, less than their share of responsibility or just the right amount of responsibility for achieving these goals overall?
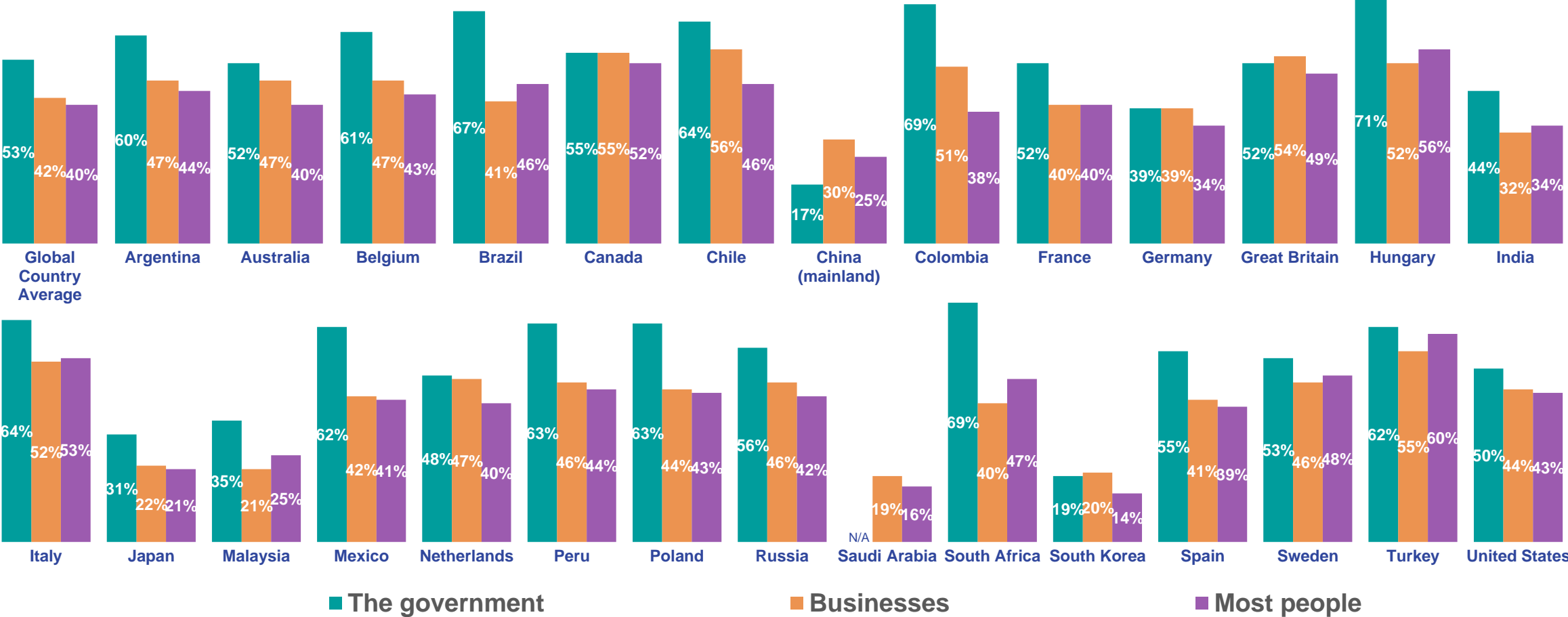
NET
% more minus
% less

The government

| 53% | 19% | 22% | 7% |

-31

Businesses

| 42% | 29% | 22% | 8% |

-20

Most people

| 40% | 31% | 22% | 7% |

-18

■ **Less than their share of responsibility**
■ **Just the right amount**
■ **More than their share of responsibility**
■ **Not sure**

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PERCEPTION THAT GOVERNMENT, BUSINESSES AND PEOPLE ARE NOT TAKING ENOUGH RESPONSIBILITY FOR ACHIEVING UN SDG'S (BY COUNTRY)

% saying each of the following in their country is **taking less than their share of responsibility** for achieving these goals overall

Row 1 (by country):

Country	The government	Businesses	Most people
Global Country Average	53%	42%	40%
Argentina	60%	47%	44%
Australia	52%	47%	40%
Belgium	61%	47%	43%
Brazil	67%	41%	46%
Canada	55%	55%	52%
Chile	64%	56%	46%
China (mainland)	17%	30%	25%
Colombia	69%	51%	38%
France	52%	40%	40%
Germany	39%	39%	34%
Great Britain	52%	54%	49%
Hungary	71%	52%	56%
India	44%	32%	34%

Row 2 (by country):

Country	The government	Businesses	Most people
Italy	64%	52%	53%
Japan	31%	22%	21%
Malaysia	35%	21%	25%
Mexico	62%	42%	41%
Netherlands	48%	47%	40%
Peru	63%	46%	44%
Poland	63%	44%	43%
Russia	56%	46%	42%
Saudi Arabia	N/A	19%	16%
South Africa	69%	40%	47%
South Korea	19%	20%	14%
Spain	55%	41%	39%
Sweden	53%	46%	48%
Turkey	62%	55%	60%
United States	50%	44%	43%

Legend: ■ The government ■ Businesses ■ Most people

METHODOLOGY

These are the results of a 28-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 19,585 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and people 16-74 in 24 other markets between April 23 and May 7, 2021.

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, 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), Colombia, 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 their population.

The data is weighted so that each market'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.

The publication of these findings abides by local rules and regulations.

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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.

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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

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.