



ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT

Europeans and the MDGs

Results from Eurobarometer 62.2, December 2004

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Eurobarometer 62.2

- **Commissioned by DG Development**
- **Coordinated by DG Press and Communication**
- **Collaboration with the OECD Development Centre and the DAC HOI on MDG questions – based on POP Plus**
- **Historical coverage: EU 25 M/S, 25,000 people interviewed**
- **Interviews conducted 22 November to 19 December, pre-tsunami**

The Questions

Three Questions on the MDGS

- 1. Recognition question: Have you heard of the MDGs?**
- 2. Support question: How likely do you think it is that 'X' Goal will be achieved by 2015?**
- 3. Action question: Which action is the most important for your government to take in order to achieve the Goals?**

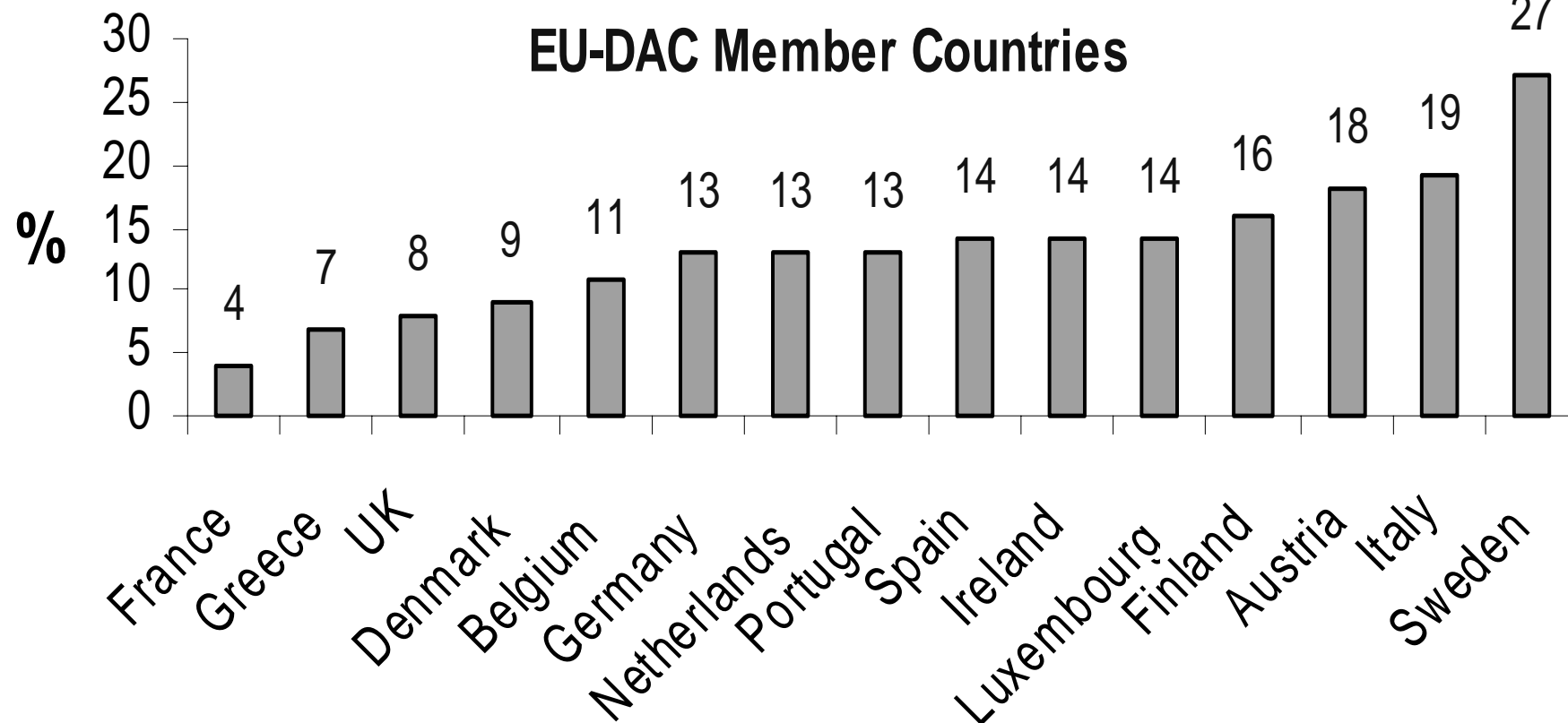
The Results

- **No surprises**
- **Some very positive signs**
- **....a lot more awareness raising work to do**

How many Europeans have heard of the MDGs?

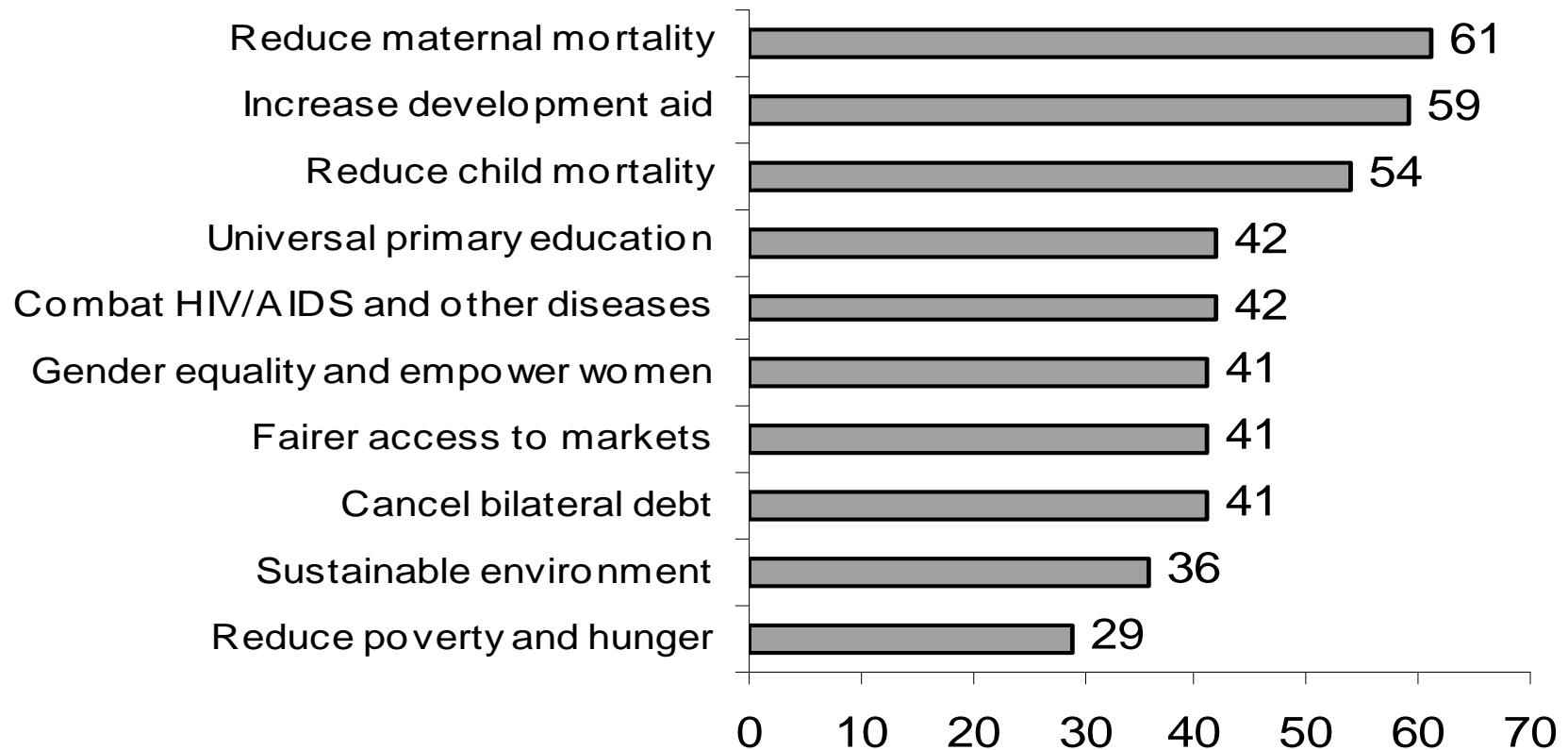
- **EU 25: average 12 % say they have heard of the MDGs**
- **Ranges from 27% - 4% recognition**
- **Positive correlation between govt and non-govt communication about the MDGs and higher recognition of the MDGs**

"Have heard of the MDGs" EU-DAC Member Countries

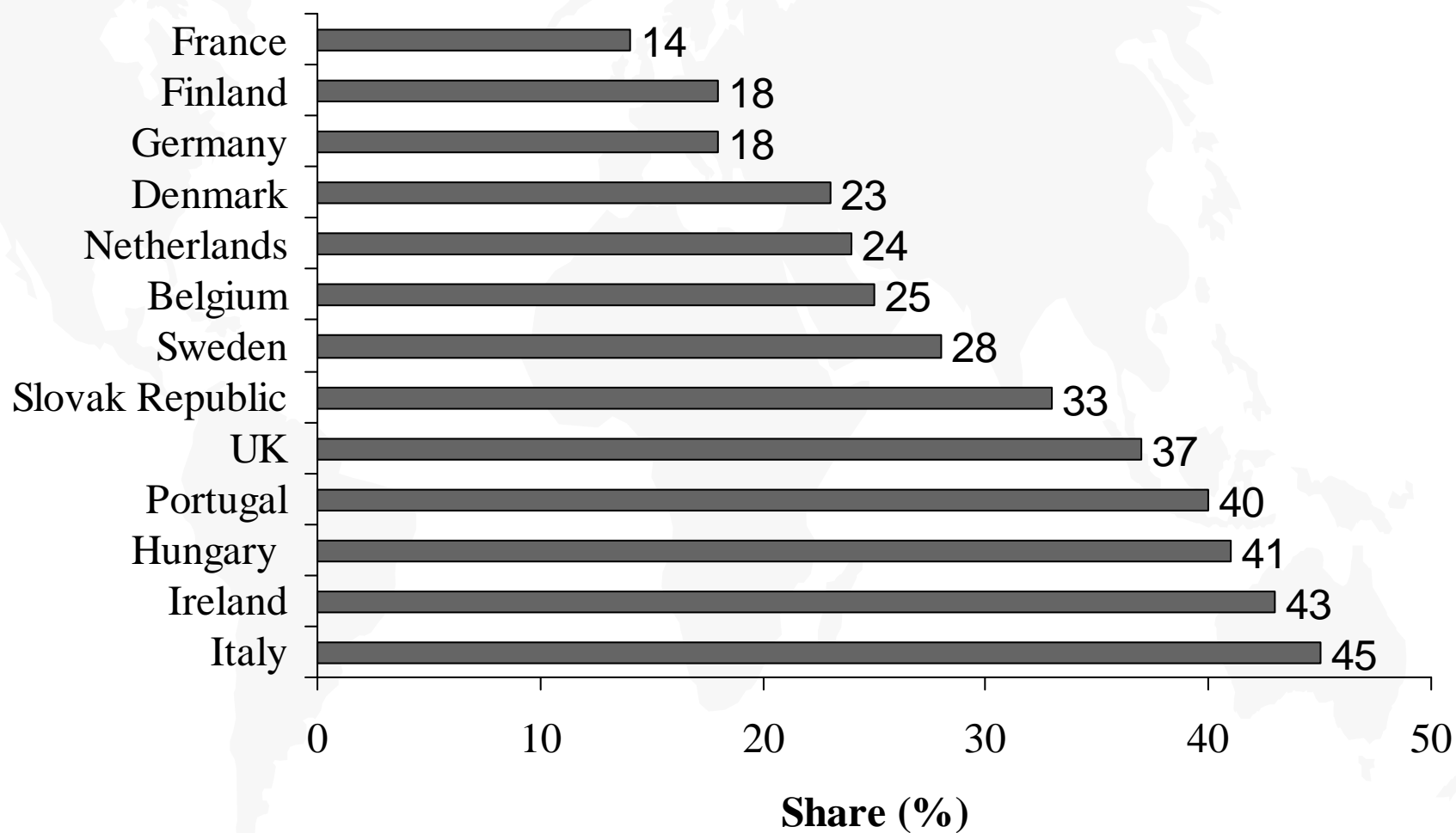


Will the MDGs be achieved by 2015?

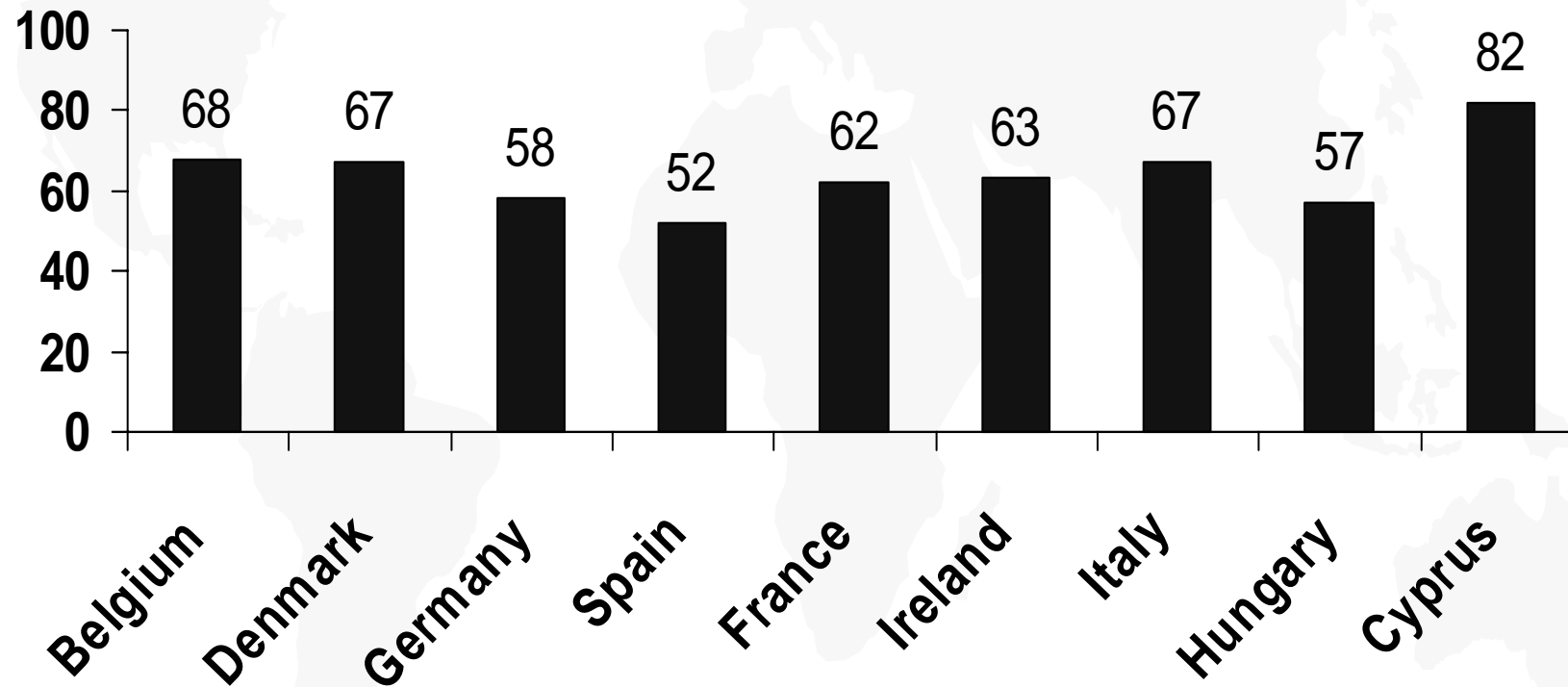
Combined: will be achieved & will probably be achieved in EU 25 members



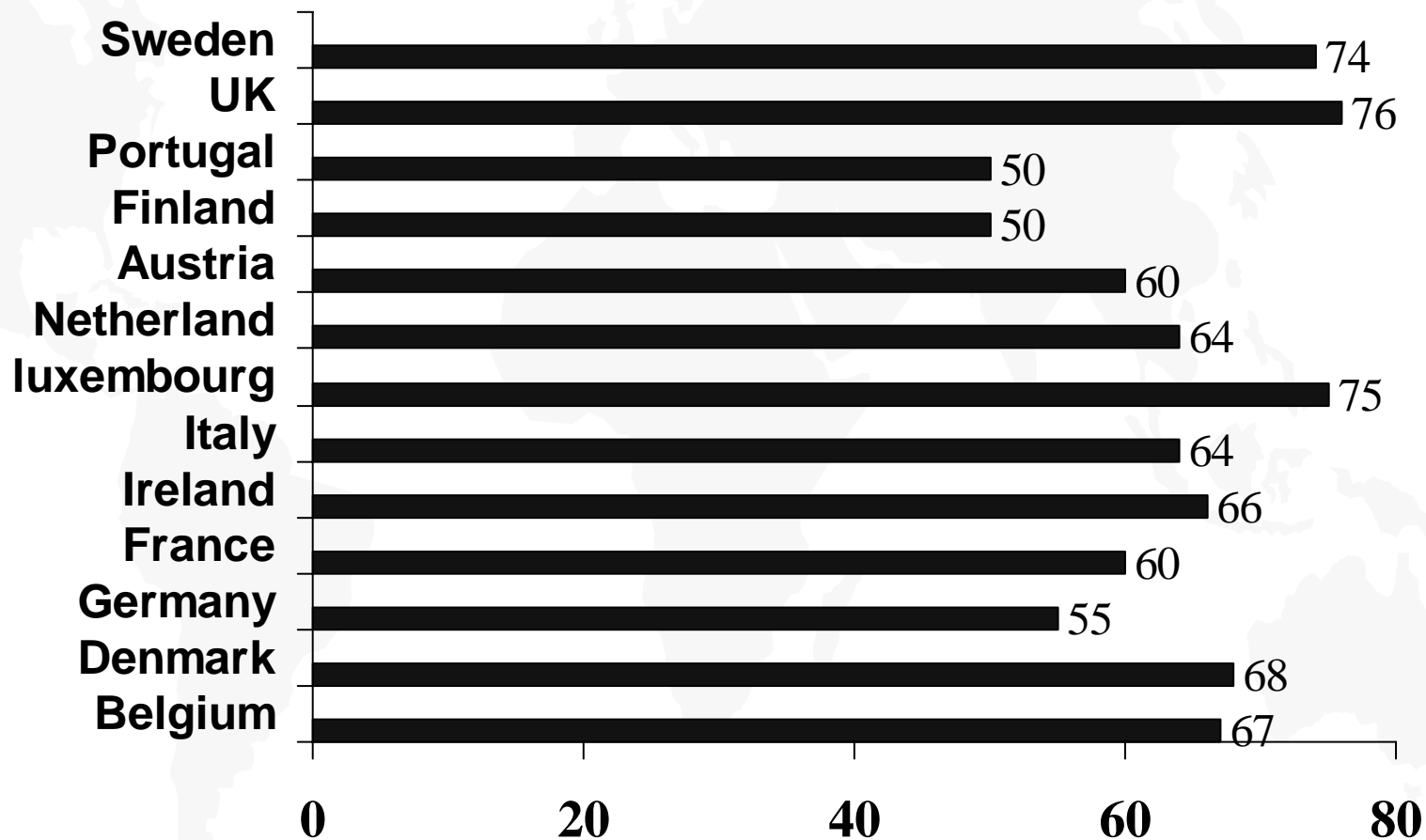
Will be achieved by 2015: Reduce extreme hunger and poverty



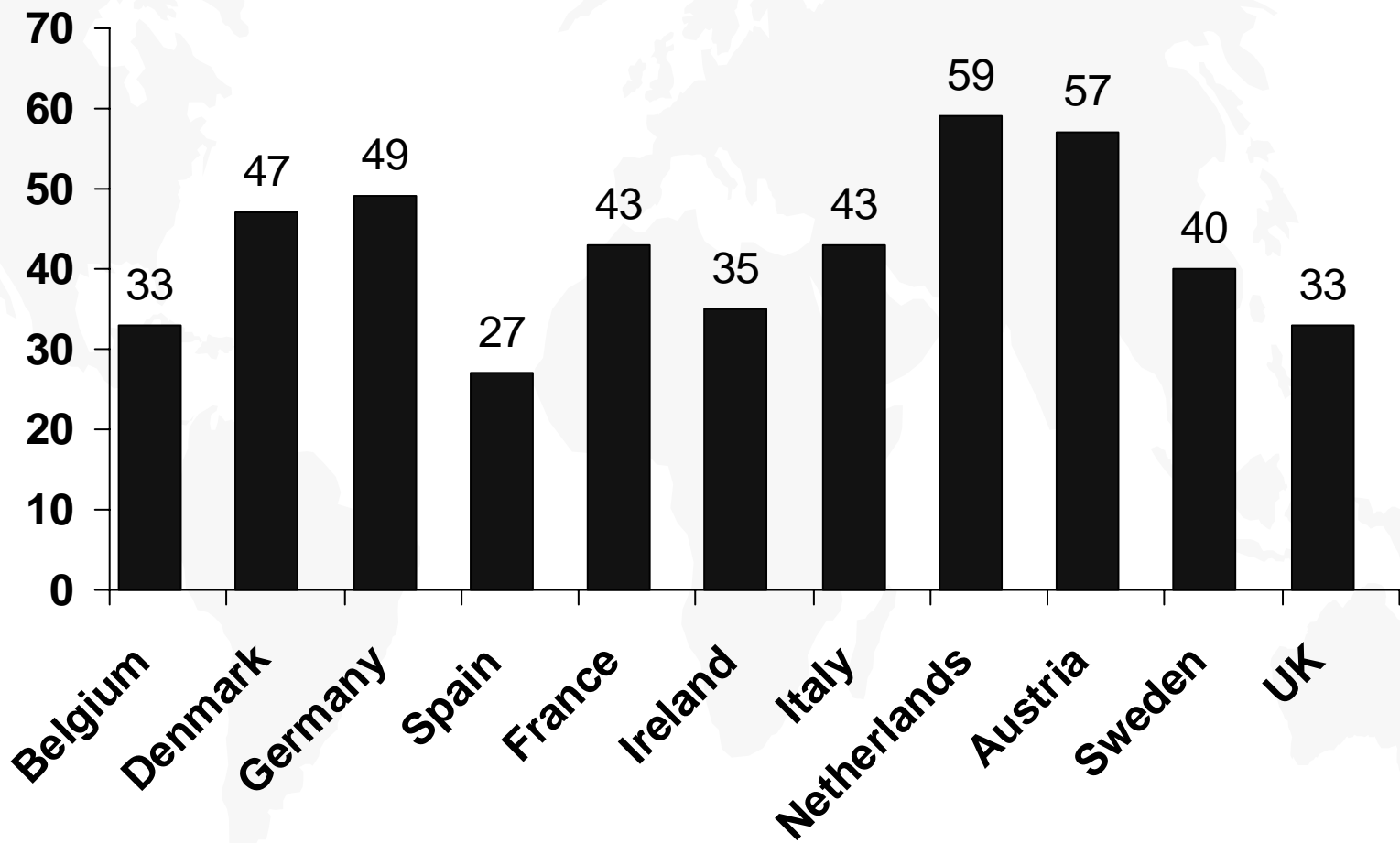
Will be achieved by 2015: Reduction in Maternal Mortality



**Will be achieved by 2015:
Increase development aid to countries committed to
reducing poverty**



**Will be achieved by 2015:
Cancel bilateral debt**



The most important actions govts can take to achieve MDGs

- The most important actions, in the first choice:
 1. Reduce possibility of war & conflict: 32%
 2. Cancel developing countries debts to ours: 15%
 3. Provide training & technical expertise: 14%

The most important actions govts can take to achieve MDGs, contd.

- Overall result in terms of top three priorities:
 1. Reduce possibility of war & conflict: 65%
 2. Provide training & technical expertise: 49%
 3. Increase development aid: 41%
 4. Developing country fairer access to European markets for their products: 37%



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