

# Awareness of SDGs vs MDGs: How Engaged Are Global Citizens?

OECD DevCom Annual Meeting - November 9<sup>th</sup>, 2016

# Global Public Opinion Survey



# Methodology

## Participating Countries



# Measuring Awareness of SDGs vs MDGs



>> Measurement in 2007




## SUSTAINABLE DEVELOPMENT GOALS



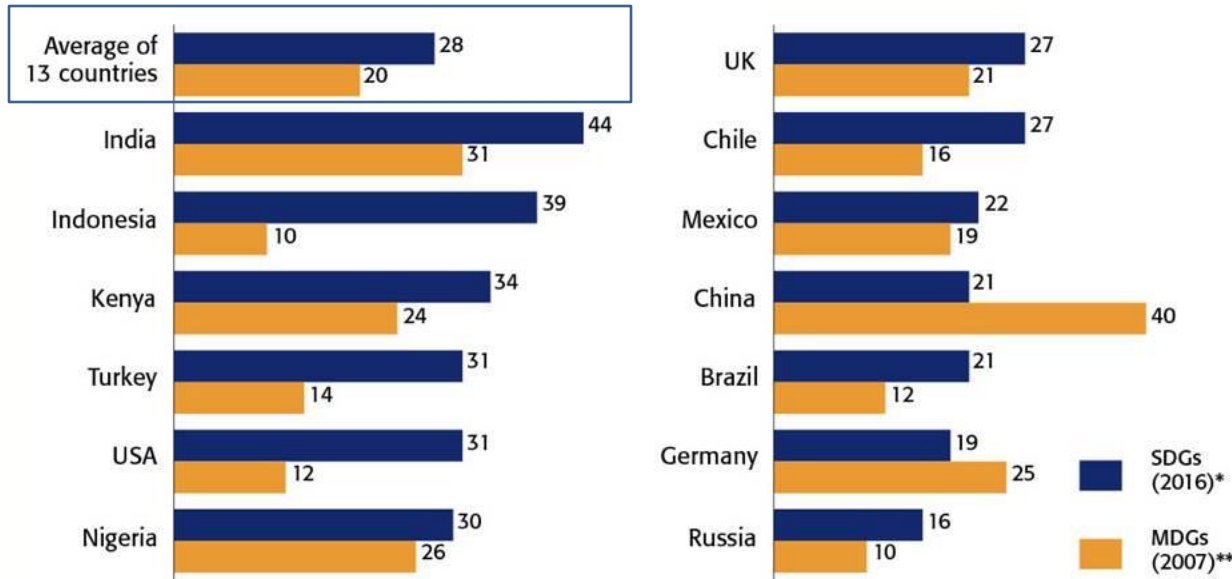
>> Measurement in 2016

# The Public Is More Knowledgeable About The SDGs Than The MDGs



## Awareness of Sustainable Development Goals (SDGs) vs Millennium Development Goals (MDGs)

"A lot" and "Some," by Country, 2007–2016



**Note:** GlobeScan will release more of these SDG-related data points early December 2016, as part of a joint press release with the UN Secretary General's Office.

To be on the mailing list for receiving the press release (and related global public opinion data) in December, please email: [Perrine.Bouhana@GlobeScan.com](mailto:Perrine.Bouhana@GlobeScan.com)

\*SDGs: Leaders of 193 countries meeting at the United Nations in 2015 agreed on a series of 17 goals to end poverty in the world and protect the planet by the year 2030.

\*\*MDGs: Leaders of 189 countries meeting at the United Nations in 2000 agreed on a series of goals to improve the lives of people living in poverty around the world.

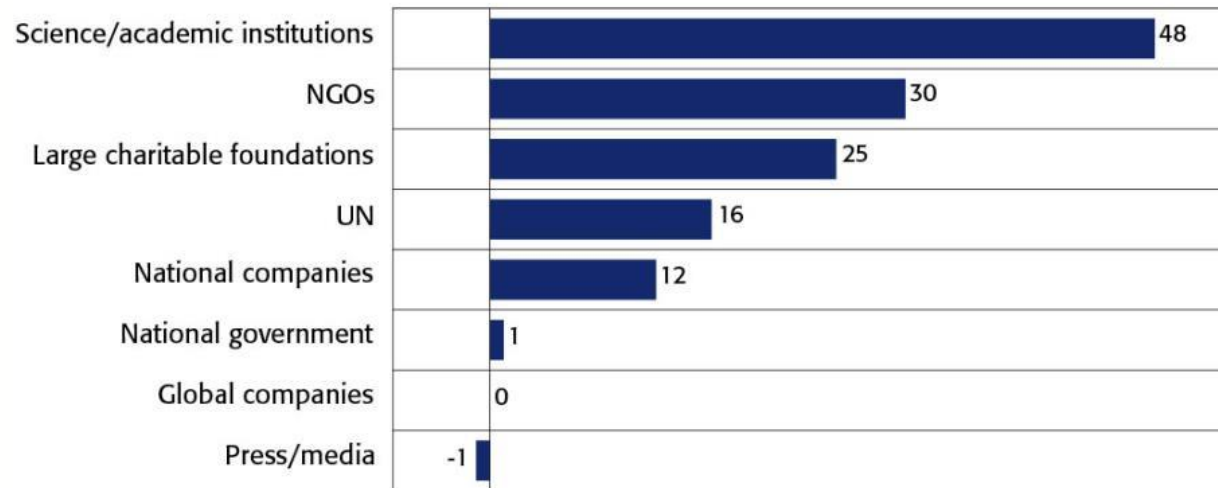




# Trust In Governments, Global Companies, And Media Remains Stubbornly Low

## Trust in Institutions

Net Trust,\* Average of 25 Countries,\*\* 2016



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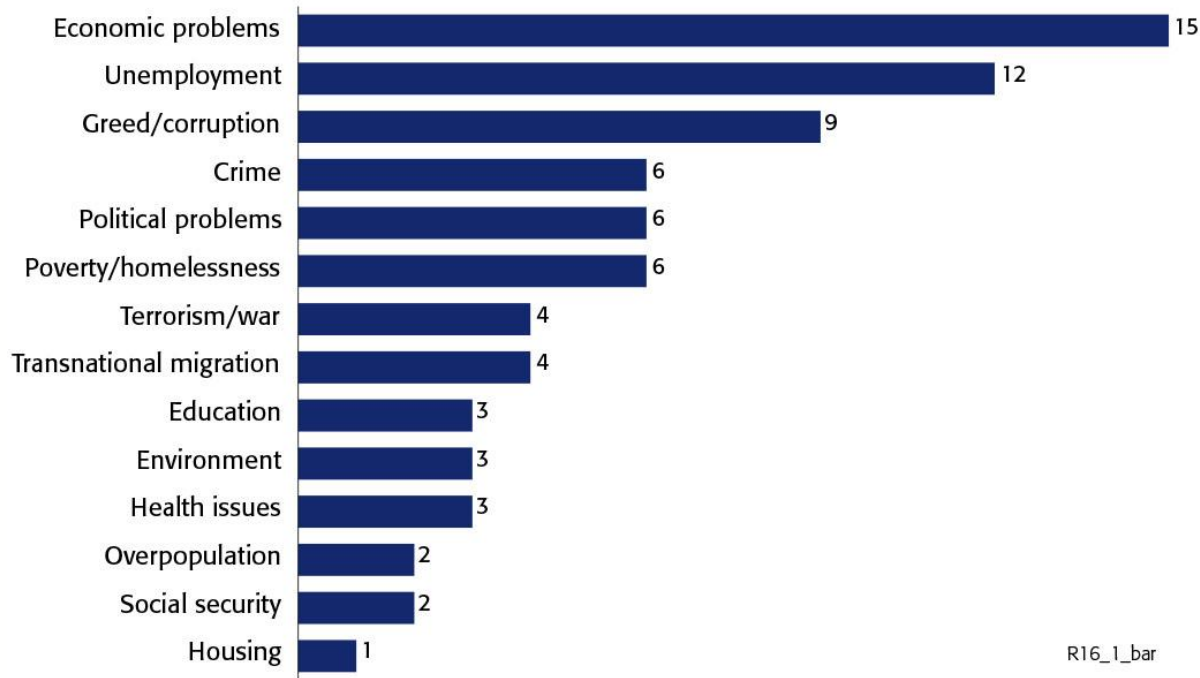
\*"A lot of trust" and "Some trust" minus "Not much trust" and "No trust at all"

\*\*Includes Argentina, Australia, Brazil, Canada, Chile, China, France, Germany, Ghana, Greece, India, Indonesia, Israel, Kenya, Mexico, Nigeria, Pakistan, Peru, Russia, South Africa, South Korea, Spain, Turkey, UK, and USA

# Economic Problems And Unemployment Are The Most Top-Of-Mind Concerns

## Most Important National Problem

Average of 22 Countries,\* 2016



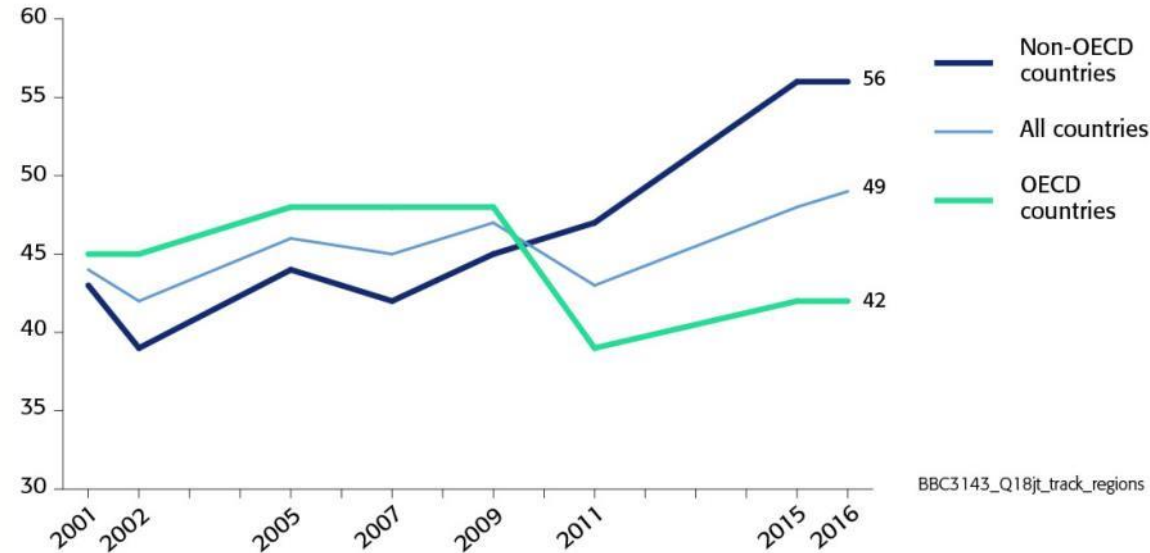
\*Includes Argentina, Brazil, Canada, Chile, China, Germany, Ghana, India, Indonesia, Israel, Kenya, Mexico, Nigeria, Pakistan, Peru, Russia, South Africa, South Korea, Spain, Turkey, UK, and USA



# A Growing Split Between OECD And Non-OECD Countries On Seeing Oneself As “Global Citizen”

## I See Myself More as a Global Citizen than a Citizen of My Country

“Agree,”\* OECD vs Non-OECD Countries,\*\* Trends, 2001–2016



\*“Strongly agree” plus “Somewhat agree”

\*\*OECD countries include Canada, Chile, Germany, Mexico, Spain, UK, and USA; Non-OECD countries include Brazil, China, India, Indonesia, Kenya, Nigeria, and Russia.

Not all countries were asked in all years.



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