Project Background

• Collaboration between UN SDG Action Campaign and Paragon Partnerships (in particular Kantar Public and Lightspeed) - part of the MY World 2030 project.

• Developed and tested a question library of almost 100 SDG Questions.
  • 20 of the most pertinent questions based on the focus Goals for HLPF were selected to be asked.

• Conducted the research in 11 voluntary reporting countries for this year.

• The results are representative of the on line population
  • Weighted samples across the countries
  • Providing a baseline against which to measure progress in future years.

• Argentina
• Belgium
• Czech Republic
• Denmark
• Italy
• Japan

• Malaysia
• The Netherlands
• Portugal
• Sweden
• Thailand
The SDGs in our questionnaire and in focus at this the 2017 HLPF are as follows:

- SDG 1: No Poverty
- SDG 2: Zero Hunger
- SDG 3: Good Health and Well Being
- SDG 5: Gender Equality
- SDG 9: Industry, Innovation and Infrastructure
- SDG 14: Life Below Water
Methodology and Sample

- In total, **7,772 respondents took part in the survey in 11 countries**, ranging from 350 in Denmark to 1,011 in Czech Republic.
- Quotas were set by age, gender and region in each country.
- Respondents were sampled from Lightspeed and TNS online and mobile access panels.
- Data is weighted by age, gender, and region in each country. Cross-country comparison is based on additional weights by country population size.
- Assuming probability sample, at 95% confidence level, maximum margins of error range are:
  - For results overall (sample size 7,772) ± 1%
  - For country-level results (sample size 1,000) ± 3%
  - For country-level results (sample size 500) ± 4%
  - For country-level results (sample size 350) ± 5%
Findings & Insights
Awareness of the SDGs: One in three respondents are aware of the Sustainable Development Goals. On Plan vs. targets set!

Younger respondents (ages 16-29) were more familiar with the SDGs than older respondents.

- Thailand (the least developed country in sample) was the most aware, with Denmark (the most developed country in the sample) was one of the least aware.
- Majority of respondents from Japan (88%), Argentina (83%) were not aware of the SDGs.
Question: Which six of the following Global Goals are of immediate concern to you and your family?

SDGs of Most Concern: Citizens are concerned primarily about Good Health, Eradication of Poverty and Decent Work.
SDG 1: No Poverty
20% is still struggling to afford basic needs

<table>
<thead>
<tr>
<th>Financial Situation</th>
<th>Total Sample</th>
<th>Citizens with Incomplete Primary/No Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cannot afford enough food</td>
<td>5%</td>
<td>35%</td>
</tr>
<tr>
<td>Can afford food but nothing else</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Can afford food and current expenses</td>
<td>18%</td>
<td>10%</td>
</tr>
<tr>
<td>Can afford food and new clothes once a year</td>
<td>20%</td>
<td>11%</td>
</tr>
<tr>
<td>Can afford clothes and more expensive items once every few years</td>
<td>23%</td>
<td>11%</td>
</tr>
<tr>
<td>Can comfortably afford food, clothes, furniture and make savings</td>
<td>19%</td>
<td>19%</td>
</tr>
</tbody>
</table>

**Question:** Thinking about you and your household, which of the following best describes your financial situation?
SDG 2: Zero Hunger
About 20% is struggling to have enough food to eat
Same among high and low HDI countries

Question: Thinking about the last 12 months, how easy or difficult has it been for you and your household to have enough food to eat?

*Very High HDI countries include: Argentina, Japan, Italy, Denmark, Belgium, Portugal, Sweden, The Netherlands, and Czech Republic
**High HDI Countries include Malaysia and Thailand
SDG 3: Good Health and Well Being

For majority of respondents, the access to healthcare has not changed since last year. But improved the most in Thailand.

Question: Would you say that access to health services for you and household got better, stayed the same or got worse in the last 12 months?
Question: “Today, in our society, women & men earn the equal amount of money for doing exactly the same work at the same level.”
Question: Thinking about the last 12 months, how often have you had any problem accessing the internet at home or on your mobile when you needed it?

One in five respondents report having problems accessing internet often or always.

Majority of respondents ages 60+ reported more difficulty than younger respondents.
SDG 14: Life Below Water
More respondents report that the rivers and lakes are less clean than they were a year ago

Question: Over the last 12 months, has the cleanliness of rivers and lakes around where you live got better, stayed the same or got worse?
Thank you

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For further project information on MY World 2030 please
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