

70%

of people think
poverty is up

1%

know it has been
cut in half

Source: Glocalities (2016) "Towards 2030 Without Poverty".



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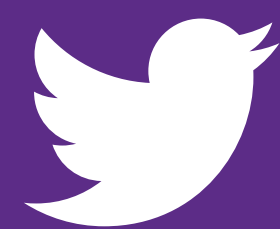
80% of people in 17 **donor countries** think aid suffers from corruption

Up to **70%** of people in **9 African countries** agree

Source: IPSOS 17-Country Study on Foreign Aid and the Sustainable Development Goals (2015) and Pew: Spring Global Attitudes Survey (2015)

Donor countries surveyed by IPSOS: US, UK, Germany, France, Australia, Japan, Sweden, and Canada, Russia, South Korea, South Africa, Brazil, Turkey, Hungary, India, China and UAE.

African countries surveyed by Pew: Burkina Faso, Ghana, Kenya, Nigeria, Senegal, South Africa, Tanzania and Uganda.



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35% of people
now say they **know the SDGs**

That's up from **29%** in **2016**

Source: Globescan Radar Global Citizen Views on the SDGs (2017).



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7 in 10

people worldwide
call themselves

Global Citizens

Source: World Values Survey, 6th wave (2010-2014).



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Almost **3 in 4** Europeans
support current or increased
aid spending

Source: Special Eurobarometer Report - EU Citizen's views on development, cooperation and aid (2017).



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Only **13%** of people think **ending global poverty by 2030 is likely**

In **16 out of 20** countries, young people think **the world is becoming a worse place to live**

Source: Glocalities (2016) "Towards 2030 Without Poverty" & Varkey Foundation Generation Z: Global Citizenship Survey (2017).



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73% of Millennials are willing
to spend more on sustainable brands

The same is true for

51% of Baby Boomers

Source: Nielsen Global Survey of Corporate Social Responsibility, Q1 (2014).



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2 in 3 young people want to make
a wider contribution to society

26% say they lack the knowledge
to do so

Source: Varkey Foundation Generation Z: Global Citizenship Survey (2017).



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High-income countries
appear in global surveys
20x more often
than **low-income countries**

Source: Varkey Foundation Generation Z: Global Citizenship Survey (2017).



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90% of citizens believe **businesses** should engage with the **SDGs**

71% of businesses say they're **planning how to respond** to the Goals

Source: PwC (2015): "Make it Your Business: Engaging with the SDGs".



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