70% of people think poverty is up

1% know it has been cut in half


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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.


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.


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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).
7 in 10 people worldwide call themselves Global Citizens

Almost 3 in 4 Europeans support current or increased aid spending

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.

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

26% say they lack the knowledge to do so.


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

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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