

Report of Results Global Survey on Sustainability and the SDGs

Awareness, Priorities, Need for Action



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I.

SUMMARY OF RESULTS AND RECOMMENDATIONS FOR ACTION

In 2015, the UN General Assembly adopted the UN Sustainable Development Goals (SDGs). A lot has happened since then, but what do people perceive? And what moves them when it comes to sustainability? For the first time, these questions were the focus of a global survey, the Global Survey on Sustainability and the SDGs (Global Survey). Between September 2018 and June 2019, the Global Survey reached out to approximately 27,000 individuals and representatives from politics, business, science and research, the media and civil society worldwide to ask for their opinions and expectations regarding sustainability and the SDGs.

The Global Survey was funded by the Government of the Federal Republic of Germany (Federal Ministry for the Environment, Nature Conservation and Nuclear Safety) as part of the “Export Initiative Environmental Technologies”, and was designed and implemented by the sustainability consultancy Schlange & Co. (S&C). The Yale Center for Business and the Environment (CBEY) was commissioned as an academic partner for scientific support.

SUSTAINABLE DEVELOPMENT GOALS

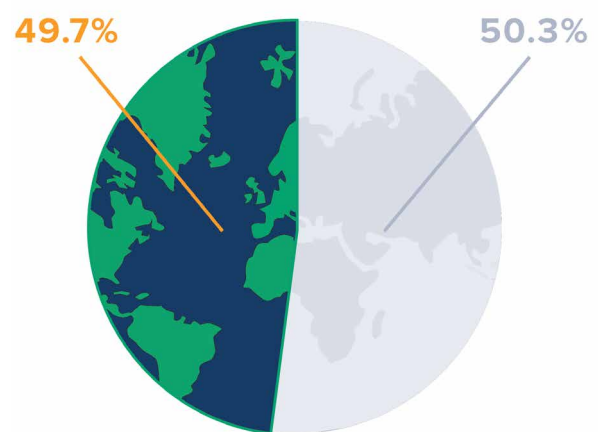


KEY FINDINGS

1. Less than half of the respondents worldwide know the SDGs.

The SDGs provide an excellent orientation framework with an easily understandable vocabulary (at least at the highest level of the 17 SDGs) to navigate through the complex issue of sustainability. While the concept and meaning of „sustainability“ are now well understood, unfortunately this is not the case with the SDGs. Only a small proportion of respondents is familiar with the SDGs and knows their meaning.

The worldwide average awareness level of the SDGs is just under 50% (European Union: 56%; Germany: 46%). However, the actual awareness score is likely to be significantly lower, as indicated by the level of awareness within the control group of only 37%.



2. Climate Action, Quality Education and Good Health and Well-being have the highest priority, with regional differences arising in the area of Climate Action.

Climate Action (SDG 13) is the most frequently cited SDG of personal interest, followed by Good Health and Well-being (SDG 3) and Quality Education (SDG 4). These results are largely consistent regionally. However, Quality Education (SDG 4), No Poverty (SDG 1) and Zero Hunger (SDG 2), which rank before Climate Action (SDG 13), are mentioned as particularly urgent social issues in Africa.



3. Young people prioritize Climate Action, whereas older generations prefer Good Health and Well-being, Quality Education and biodiversity.

Young people up to 29 years of age rate Climate Action (SDG 13) as having the highest priority. Respondents aged 30-49 prioritize Good Health and Well-being (SDG 3), Quality Education (SDG 4) and Responsible Consumption and Production (SDG 12). The respondents aged 50 and over focus more on environmental aspects with SDG 14 (Life below Water) and SDG 15 (Life on Land).



4. In assessing the importance of Gender Equality, there is a significant gap between gender and regional orientation.

Worldwide, more than 31% of female respondents describe Gender Equality as an SDG of direct importance, compared with about 15% of male respondents. Male respondents also see a significantly greater improvement in this goal than female respondents.



5. Worldwide, respondents take sustainability into account in voting and short-term economic decisions.

The majority of respondents worldwide considers sustainability in consumer choices and nutrition (>50%), slightly less in transport and political voting (48% each). The choice of employer from a sustainability perspective is in last place.



6. Respondents see all sectors as having a responsibility to promote sustainable development, but governments in particular.

When asked „Who do you expect to drive the implementation of SDGs in your country?“, respondents cited government ahead of the private sector, research institutions, non-governmental organizations (NGOs) and the media.



7. SDGs in the private sector

From an industry perspective, the most urgent areas for action are Responsible Consumption and Production (SDG 12); Climate Action (SDG 13); and Industry, Innovation and Infrastructure (SDG 9).

The majority of companies set themselves goals with reference to the SDGs. However, progress towards the set targets is measured without reference to the SDGs.

The importance of partnerships between companies, governments or politics and administration is underpinned by the survey results. Respondents from politics, administration and the private sector name private sector actors as the most important partners.

8. SDGs in politics and public administration

The respondents working in politics or in the public sectors assess the awareness score of sustainability and the SDGs even more pessimistically than the respondents in private sector companies. According to the results, only international political organizations have an awareness of the sustainability concept. For all other areas, the result is negative, including awareness of the SDGs.

The respondents from politics and administration state that Sustainable Cities and Communities (SDG 11) and Responsible

Consumption and Production (SDG 12) as well as Climate Action (SDG 13) have top priority for their sector.

The most urgent need for action is seen in the implementation of sustainability in the political agenda, followed by the enforcement of sustainability, i.e. implementation of laws and regulations, before the actual integration of sustainability into laws and regulations. In Germany, implementation of sustainability is the first priority.

9. SDGs in education and research

SDGs are generally rather unknown in science and education. The very negative SDG awareness score attributed to representatives of the economic science is noticeable. This could be an indicator for the fact that SDGs are still rarely addressed in classical business studies and research fields of economics.

Education and research institutions identify similar prioritized SDGs as other segments, with Climate Action (SDG 13) rated highest,

followed by Responsible Consumption and Production (SDG 12). Not surprisingly, high Quality Education (SDG 4) is cited as the third most frequent answer by respondents from science and education.

Although all sectors consider the importance of SDG 17 (Partnerships for the Goals) to be relatively low, this is particularly remarkable in the area of research and education.

10. SDGs in civil society

According to representatives of civil society, both the concept of sustainability and the SDGs are still largely unknown.

The prioritization of the SDGs by respondents from civil society reflects the prioritization of politics and administration, where Climate Action (SDG 13) and Responsible Consumption and Production (SDG 12) come first, followed by Quality Education (SDG 4) and Sustainable Cities and Communities (SDG 11).

Similar to representatives from politics and public administration, respondents from civil society identify a number of measures that

they believe are important to work towards achieving the SDGs (see Figure 31). The lowest priority is given to setting one's own agenda priorities, suggesting that parts of civil society are only willing to work within existing frameworks and systems, rather than creating new options for action. On the other hand, the majority of respondents worldwide see the role of civil society as exercising control and pressure on legislation and the economy, and thus acting as a "watchdog" in society. Control and pressure on the economy is seen within the EU as even more important than control and pressure on legislation.

Recommendations for action

The complexity of a globalized world and the associated challenges to sustainable development are increasing worldwide. In this context, the 17 SDGs represent a very helpful orientation framework for all relevant actors, although they are little or not at all known to the population.

In view of the fact that private individuals contribute significantly to the emergence of sustainability challenges in their everyday lives, efforts should be made to sufficiently sensitize the individual and promote responsible action.

A broad and consistent information campaign on the basis of Agenda 2030 can be an adequate measure. In cooperation with education, business, civil society and the media, governments could set up initiatives in their countries to develop and implement appropriate concepts for the dissemination of SDGs with practical recommendations for everyday life.

A further finding from accompanying discussions on the Global Survey is that the concrete 169 SDG subtargets are difficult to understand for business, science and education, as they are almost exclusively directed at governments. This deficiency could be remedied by formulating additional, sector-specific goals that specify contributions of the respective sector.

II.

THE GLOBAL SURVEY - BACKGROUND, MOTIVATION AND OBJECTIVES

In 2015, the UN General Assembly adopted the Sustainable Development Goals (SDGs). A lot has happened since then, but what do people perceive? How satisfied are they with the progress being made? And what moves them when it comes to sustainability?

For the first time, these questions were the focus of a global survey, the Global Survey on Sustainability and the SDGs (Global Survey). Between September 2018 and June 2019, the Global Survey reached out to more than 26,000 individuals and representatives from politics, business, science and research, the media and civil society worldwide to ask for their opinions and expectations regarding sustainability and the United Nation's Sustainable Development Goals.

The survey was aimed at individuals and representatives from politics business, science and research, the media and civil society in all countries of the world. The objective was to prioritize relevant environmental, social and economic challenges in respective countries and sectors and to determine the urgency of action. In addition, the performance of sectors in the countries should be assessed. The Global Survey thus covered both people's individual views and a wide range of professional perspectives – a unique approach to date.

The Global Survey was funded by the Government of the Federal Republic of Germany (Federal Ministry for the Environment, Nature Conservation and Nuclear Safety) as part of the "Export Initiative Environmental Technologies"¹, and was designed and implemented by the sustainability consultancy Schlange & Co. (S&C). The Yale University, i.e. the Yale Center for Business and the Environment (CBEY), was commissioned as an academic partner for the scientific support, i.e. the co-development of the questionnaire, the provision of survey software as well as data evaluation.

The results will be made available to the general public and presented to decision-makers in these sectors in order to raise awareness as well as initiate and accelerate necessary decisions for sustainable development.

¹ Export Initiative Environmental Technologies: <https://www.bmu.de/themen/wirtschaft-produkte-ressourcen-tourismus/wirtschaft-und-umwelt/umwelttechnologien/exportinitiative/>

III.

METHODOLOGY AND PROCEDURE

The Global Survey aimed to reach as many people as possible from all countries of the world and all sectors and age groups with an internet connection. In order to reach this broad target group, the survey was distributed in 18 languages through different channels.

This report summarizes the results of 26,374 Global Survey responses generated by three surveys:

- I. The official Global Survey was conducted online from September 2018 to June 2019 and was open to anyone with internet access worldwide. The global survey was distributed by more than 250 so-called „multipliers“.² In addition, the Global Survey was promoted via social media channels as well as a social media campaign with the help of 18 influencers. The Global Survey was supervised by Schlange & Co. A total of 18,079 responses were generated via this channel. Chapter 5-8 of this report are based on Global Survey data only.
- II. Students, graduates, staff and faculty from 30 Global Network for Advanced Management (GNAM) business schools were surveyed in the same way, distributed in each business school through official channels such as the dean and faculty members. The GNAM survey was open from December 2018 to February 2019. The GNAM survey was administered by the Yale Center for Business and Environment. A total of 3,679 responses were generated.
- III. The Hamburg-based market research company Appinio conducted the Global Survey with a panel of participants in Germany and selected countries. The respondents were compensated for their participation. They served as a control group compared to the other surveys, which may show a possible bias in the surveyed sample, as they were addressed through certain channels and deliberately decided to participate. The panel participants, on the other hand, were selected and actively approached via Appinio. A total of 4,616 responses were generated via the Appinio panel.

² A list of the multipliers of the Global Survey can be found in the appendix or below:
<https://www.globalsurvey-sdgs.com/#about>

Multipliers

The Global Survey was largely distributed through so-called multipliers, i.e. individuals, organizations and networks from business, science, politics and public administration, civil society, etc. who supported the Global Survey by inviting their staff, members, partners or social media followers to participate.

More than 250 organizations³ have been included as supporters, including:

- **Ministries of the German Federal Government** such as the Federal Foreign Office, the Federal Ministry of Education and Research
- **UN organizations** such as the UN SDG Action Campaign, UNICEF Germany
- **Foreign embassies** in Berlin, e.g. of Finland, Hungary, Portugal or Norway
- **Approx. a dozen national networks of the UN Global Compact** such as Egypt, Ukraine or Guatemala
- **Church institutions** such as the Evangelical Church in Germany
- **Development banks** such as the Asian Development Bank, DEG/KfW or the European Bank for Reconstruction and Development (EBRD)
- **Companies** such as Allianz, EcoVadis, LANXESS, TÜV Rheinland or Vodafone
- **NPOs/NGOs** such as Teach First, Bridge International Academies, Dianova International, Kiva or the NGO Major Groups of the UN
- **Universities, colleges and academic networks** such as GNAM (Global Network for Advanced Management), the Center for Advanced Sustainability Management (at Cologne Business School) or GUNi (Global University Network for Innovation), Waseda University, Fordham University
- **Student associations** such as ESU (European Student Union), European Pharmaceutical Students' Association (EPSA), oikos International or JADE (The European Confederation of Junior Enterprises)
- **Personalities** such as Prof. Bob Eccles, Said Business School (Oxford University) and Peter Thomson, Special UN Envoy for the Ocean.

³ A list of the multipliers of the Global Survey can be found in the appendix or below:
<https://www.globalsurvey-sdgs.com/#about>

Social media campaign

In addition, the Global Survey was promoted via its own social media channels (see Twitter, Instagram, Facebook, LinkedIn). Within the framework of the Social Media Campaign #17ThroughOurEyes, a total of 18 influencers, i.e. internationally known public figures such as actors, photographers and bloggers with a high number of followers, were recruited as ambassadors for the Global Survey and the SDGs (see Figure 1; see Appendix list of the

18 influencers). They promoted the survey as well as the challenges and goals of sustainable development on their channels and called for participation in the Global Survey. The aim of the campaign was to get young people in particular enthusiastic about the Global Survey and the SDGs, and thus reach a different target group than the traditional sustainability networks.

Figure 1: The 18 Global Survey Influencers on Instagram



Structure of the questionnaire

All surveys started with statistical questions on country, gender, age and, depending on the survey, on occupation and educational level. This was followed by questions on the significance of sustainability and the SDGs in private life, i.e. on awareness of the SDGs, prioritization and evaluation of progress, actors of change and decision-making in private life as well as sustainability performance of individual sectors (see Figure 2: I. Personal level). The second part was aimed at the respondent's professional context („professionals“). Here, at the level of sector or organization the respondent works in, the awareness, prioritization and implementation of the SDGs and sustainability were also asked (see Figure 2: II. Professional level). This part was only surveyed via the Global Survey, not via the other surveys (i.e. not via GNAM or the Appinio control panel).

All surveys, with the exception of the control survey in Germany, were managed online via the Qualtrics survey platform. Respondents were informed that the aggregated results of the study would be published and distributed worldwide and that no personal identification data would be collected, disclosed or used for research. With the exception of the control group, respondents were not compensated for their participation in the Global Survey.

The entire set of survey responses was cleaned up to remove invalid responses (e.g. repeated entries or duplicate IP addresses) and responses that lacked important demographic information (e.g. region, gender, age, etc.). Due to rounding or de minimis categories, percentages cannot always add up to 100%.

Figure 2: Structure of the Global Survey – Personal vs. professional level

	I. Personal Level	II. Professional Level*
Awareness	<ul style="list-style-type: none"> · Understanding of sustainability · Awareness of sustainability and the SDGs 	<ul style="list-style-type: none"> · Awareness of sustainability and the SDGs on sectoral and organizational level
Prioritization	<ul style="list-style-type: none"> · Prioritization of SDGs in the respective country · Evaluation of progress on prioritized SDGs 	<ul style="list-style-type: none"> · Prioritization of the SDGs on sectoral and organizational level · Evaluation of progress on prioritized SDGs
Action	<ul style="list-style-type: none"> · Sustainability in individual decision making · Perception of sectoral sustainability performance, improvement potentials, responsibilities 	<ul style="list-style-type: none"> · Action on sustainability and the SDGs in the respective sector and organization · Partnerships on sectoral and organizational level

*** = sector-specific issues for individuals active in business, politics, science and education, media and civil society**

IV. GENERAL STATISTICS

A total of 26,374 responses worldwide were evaluated for this report. Because not all respondents answered every question, the percentages given refer to the number of responses per question, not the total number of respondents.

The majority of respondents are female (almost 60%), aged 20-39 (62%) and have a high education attainment level (76%). Responses were collected from 174 countries, although distribution varied across regions, led by Europe (59%), followed by Asia-Pacific and North America (14% each). Africa and South America are each represented with 6%, the Middle East with only one percent. Most participants came from the private sector (29%). In addition, representatives from non-profit and public sectors, science and education,

the arts, culture and media, and students took part in the survey. Within the private sector, the service sector is most strongly represented with 22%.

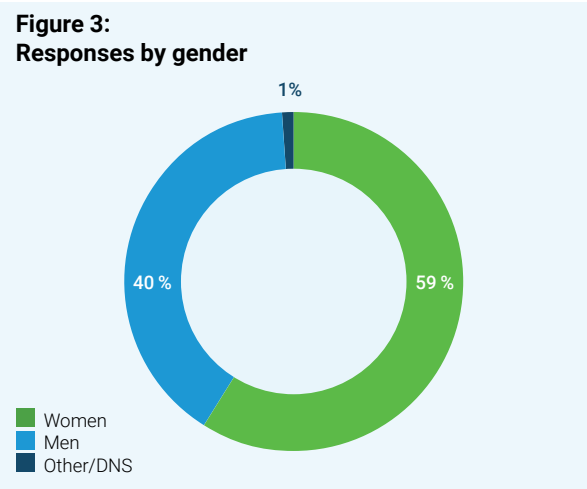


Figure 4: Distribution of responses across a total of 174 countries

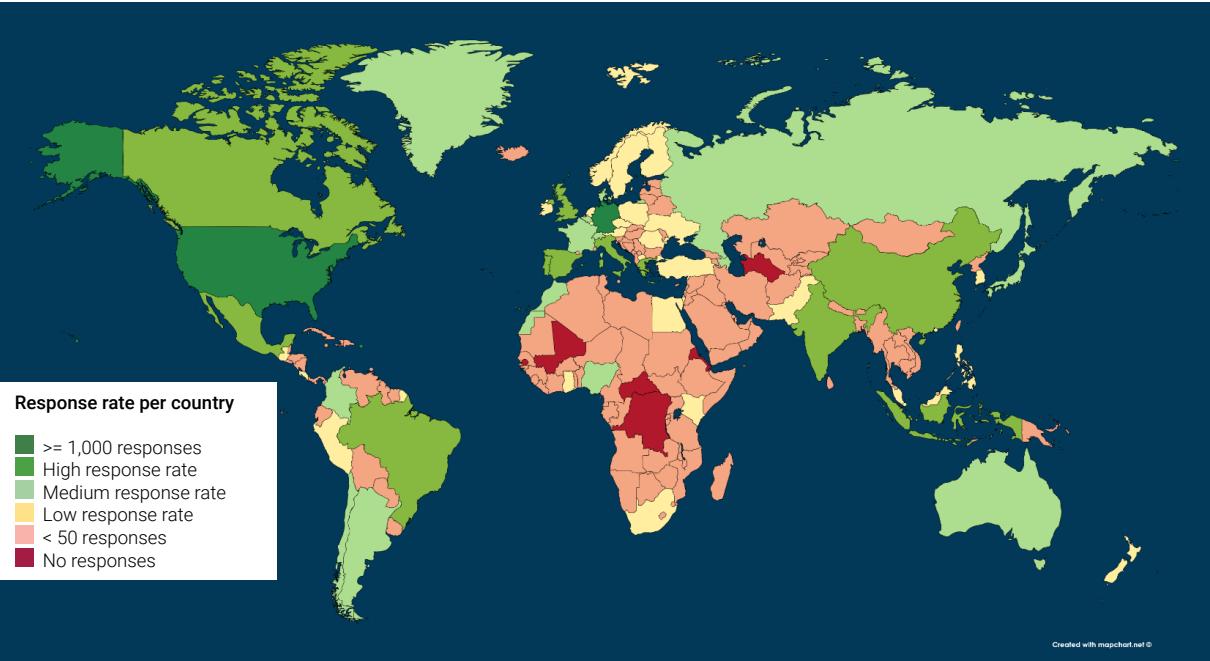


Figure 5:
Responses by age groups

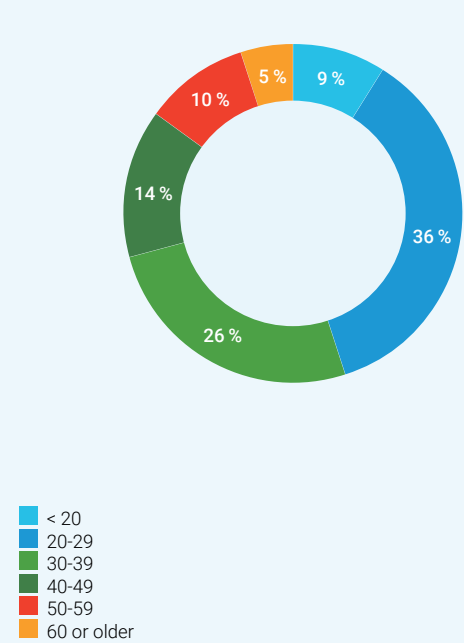


Figure 6:
Responses by level of education

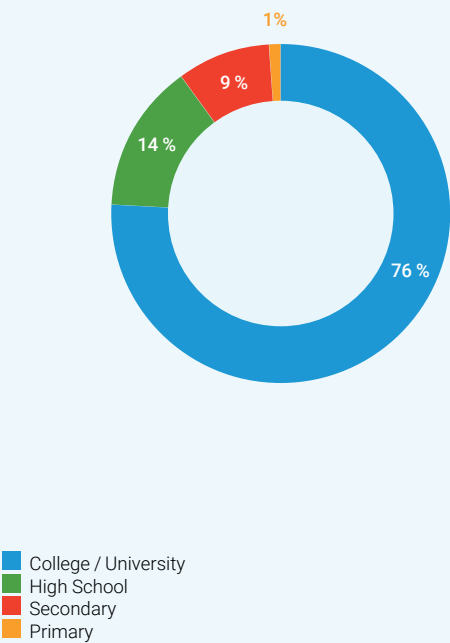


Figure 7:
Responses by region

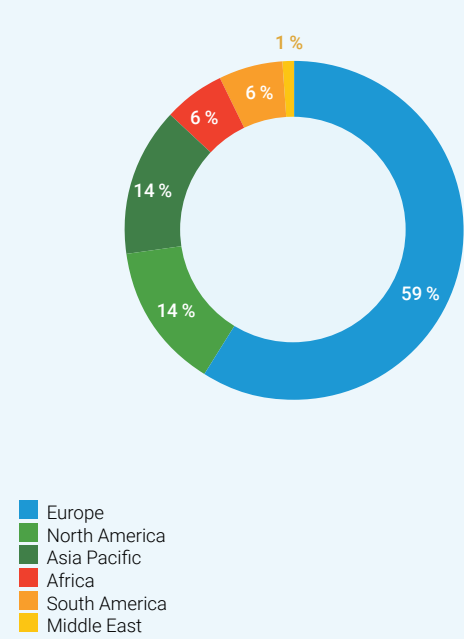
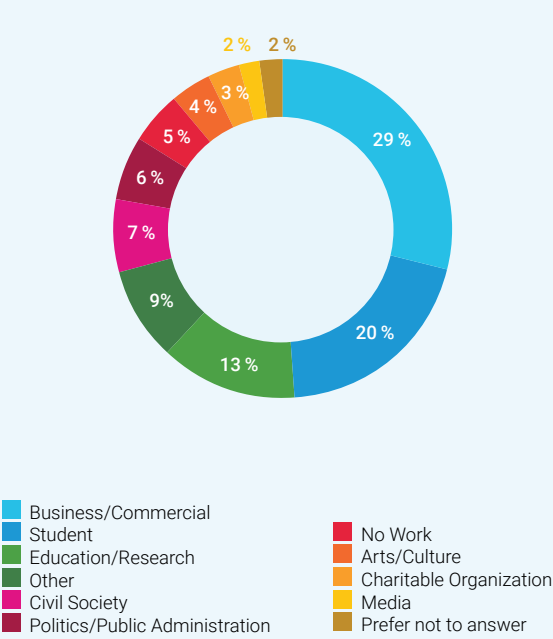


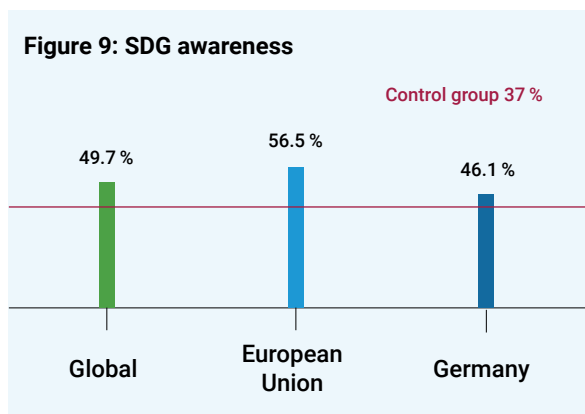
Figure 8:
Responses by sector



V. FINDINGS

1. Awareness of the Sustainable Development Goals

Worldwide, the concept of the Sustainable Development Goals (SDGs) is not yet well known. The average awareness score of the SDGs is just under 50% (see Figure 9). Within the European Union, the awareness score is somewhat higher (56%), while among respondents from Germany it is just below the average at 46%. However, the actual level of awareness is likely to be much lower, as indicated by the awareness score of only 37% within the control group.



In comparison to the rather low awareness score of the SDGs, 98% of respondents state that they know the term „sustainability“. The results show that although the problems described in the 17 SDGs are widely known, respondents are not familiar with the SDG framework and concept itself.

This is both an opportunity and a challenge for governments, businesses and educational as well as research institutions. Although the SDGs are of great value to these institutions in terms of aligning their policies and communication with them, this does not always

seem to be recognized or implemented. In practice, this means that companies or other organizations seeking to implement more sustainable strategies cannot rely on their stakeholders (such as customers) to be able to understand how to „implement climate change policies in line with Goal 13“ in this context. Accordingly, governments, educational and research institutions as well as companies have a duty to provide strong information on the value of SDGs as a framework for action, in order to develop and implement their specific approaches in a more targeted manner. Governments and civil society organizations should also coordinate their efforts much more consistently with the most pressing social and ecological needs mentioned above.

The SDG Knowledge Platform of the United Nations declares that the SDGs are a „shared blueprint for peace and prosper“ and „leave no one behind“. If achieving the 17 goals requires joint action by people around the world, the study shows that much work remains to be done to raise awareness of the SDGs. This is the only way to ensure that all sectors work together toward the same direction and contribute to achieving those goals.

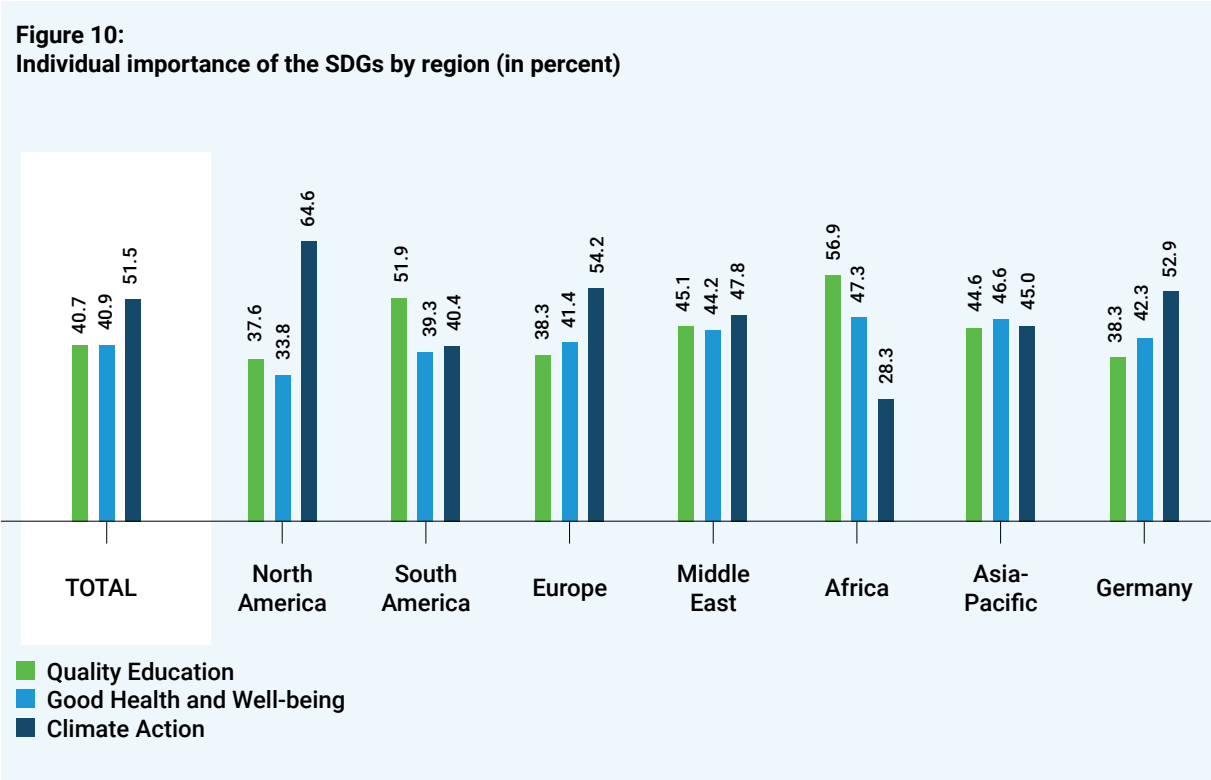
2. Personal priorities

In the survey, participants were asked which six of the 17 SDGs were „of immediate importance to you and your family“. The six most frequently named SDGs worldwide are in this order:

- **SDG 13 – Climate Action**
- **SDG 3 – Good Health and Well-being**
- **SDG 4 – Quality Education**
- **SDG 15 – Life on Land**
- **SDG 6 – Clean Water and Sanitation**
- **SDG 12 – Responsible Consumption and Production**

Climate Action (SDG 13) is the most frequently cited SDG of personal interest, followed by Good Health and Well-being (SDG 3) and

Quality Education (SDG 4). These results are broadly consistent regionally, although in Africa Climate Action (SDG 13) tends to be less common than more pressing social issues such as Quality Education (SDG 4), No Poverty (SDG 1) and Zero Hunger (SDG 2) (see Figure 10). SDG 13 ranks second in South America and Asia-Pacific.



This different prioritization is quite understandable in the context of the region: Despite the decline in extreme poverty in most parts of the world, sub-Saharan Africa is experiencing an increase. If this development continues as before, nine out of ten poor people will live in Africa by 2030.⁴

On the other hand, respondents in Europe and North America are highly concerned about climate change. It can be assumed that concern about climate change can only be a „luxury“ if there are no more immediate fears and needs such as economic prosperity and clean water and air. Some evidence supports this hypothesis. A comparison of a country's personally relevant SDGs with its ranking in the Yale Environmental Performance Index (EPI)⁵, which measures the effectiveness of government governments and environmental regulations, leads to the following conclusion: respondents living in countries with a strong EPI ranking, i.e. countries with effective environmental regulations, tend to worry about the climate, while those with low EPI rankings show greater interest in clean water. A similar relationship arises when a nation's GDP per capita is set against the personally relevant SDGs: Countries with high per capita GDP prioritize „climate change measures“, while countries with low per capita GDP tend to prioritize „quality education“⁶.

The results are broadly in line with the six main findings of the MY World 2030 survey on SDG priorities⁷. MY World is a global United Nations citizen survey on SDGs that has been continuously accessible since the adoption of the SDGs in 2015 to ensure that everyone has a voice in achieving them.

Respondents to the MY World 2030 survey identify health, decent work, education and clean water as key priorities. However, poverty and gender equality are also identified as highly relevant issues. The goals of climate protection and clean energy only rank 8th and 13th respectively in the results of MY World 2030. This discrepancy may be due to the development of personal importance since the start of the MY World 2030 survey in 2015 or to differences in regional focus (the responses to the MY World 2030 survey are largely concentrated in Mexico, while the Global Survey responses come mainly from Europe and North America).

The results of the Global Survey are relevant for governments that want to address climate change. It may be more difficult to gain public acceptance for climate action without addressing more direct environmental and socio-economic issues at the same time.

Looking at personal SDG priorities by gender, there are differences across the board. However, SDG 5, which aims at gender equality, stands out in particular.

⁴ <https://www.dw.com/en/world-bank-report-poverty-rates-remain-high-in-africa/a-45926382>

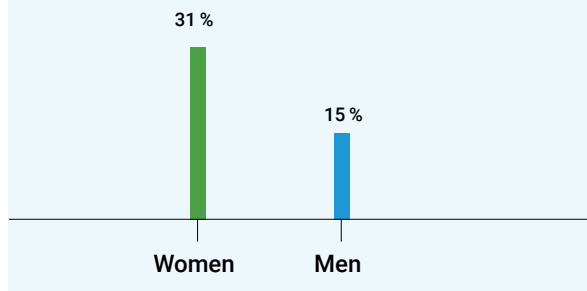
⁵ <https://epi.envirocenter.yale.edu/>; In this case, the respondents from GNAM business schools and companies will be excluded in order to eliminate potential impairments to economic welfare.

⁶ An exception is the USA, which gives priority to education even though it has a high GDP per capita.

⁷ MY World 2030 Results, Date of access: <http://about.myworld2030.org/results/>

Figure 11:
Importance of SDG 5 by gender

Share of women and men, who identified SDG 5 –
Gender Equality as one of the top 6 SDGs



Worldwide, more than 31% of female respondents describe gender equality as an SDG of direct importance, compared to about 15% of male respondents. Male respondents also see significantly greater improvement to date in this goal than female respondents.

The results of MY World 2030 also point to a difference in the importance of gender equality, which is less pronounced. According to MY World 2030, 52% of women rate gender equality as a priority SDG compared to 45% of men.

There are also significant regional differences in SDG 5 – Gender Equality. For respondents (both male and female) from Australia, Europe and North America, „Gender Equality“ is among the most important SDGs, placing the goal in the top six in these regions. This reflects corresponding national trends that identify gender disparity as a critical social problem. Australian states, for example, began legislation on equal pay as early as 1958, and federal legislation came into force in 2009.⁸ The United Kingdom also introduced protection measures for equal pay through the Equality Act in 2010.⁹ Since 2017, employers with more than 250 employees have also been required by new reporting regulations to disclose the pay gap within their company. Europe is also a leader in paid maternity

leave.¹⁰ In comparison, „Gender Equality“ was not ranked as one of the six most important SDGs for respondents in the Asia-Pacific region, Africa or South America.

Gender equality remains an ongoing global challenge. According to the Global Gender Gap Report of the World Economic Forum (WEF) for 2018, there is a global gender gap of 32%. This gap is intended to measure the extent of gender gaps in the areas of political self-determination, economic participation and opportunity, educational attainment, health and survival.¹¹ On average, the only indicator that shows a marginal improvement over the years is economic participation and opportunity. According to the World Economic Forum, the gender gap by region is as follows:



⁸ <https://www.willistowerswatson.com/en/insights/2018/10/finex-observer-pay-equity-across-the-globe>

⁹ <https://www.uk.mercer.com/our-thinking/explaining-the-uk-gender-pay-gap-reporting-regulations.html>

¹⁰ https://www.oecd.org/els/soc/PF2_1_Parental_Leave_systems.pdf

¹¹ http://www3.weforum.org/docs/WEF_GGGR_2018.pdf

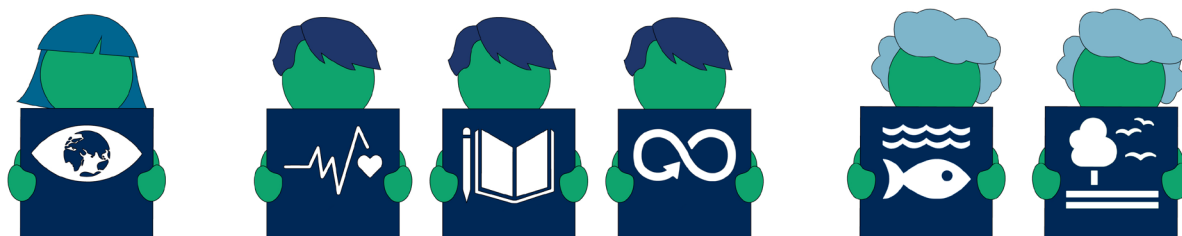
Figure 12:
Gender gap by region according to WEF

Region	Gender gap
Western Europe	24%
North America	27%
Eastern Europe und Central Asia	29%
Latin America and the Caribbean	29%
East Asia and Pacific	32%
Global weighted average	32%
Sub-Saharan Africa	34%
South Asia	34%
Middle East and North Africa	40%

The Middle East and North Africa have the highest gender gap with 40%. But even in Western Europe, the region with the lowest gender gap (24%), action is still needed. In addition to the imperative of overcoming this gender gap, solutions in this context can also make a positive contribution to other economic and ecological challenges. In the

US alone, equality between men and women in employment could boost the economy by US\$2.1 trillion by 2025¹². In addition, the Drawdown project, which presents 100 solutions to prevent global warming, places girls' education and family planning sixth and seventh among the most important solutions¹³. This illustrates the potential behind achieving SDG 5 - Gender Equality. Of course, full recognition of the problem is needed before effective action can be taken.

Looking at the individual SDG priorities in relation to age (see Figure 13), it can be seen that the younger generation (up to 29 years of age) rate Climate Action (SDG 13) as the highest priority. This reflects the current debate in movements such as Fridays for Future, where young people in particular are committed to climate protection. Respondents aged 30-49 prioritize Good Health and Well-being (SDG 3), Quality Education (SDG 4) and Responsible Consumption and Production (SDG 12). The respondents aged 50 and over focus more on environmental aspects with SDG 14 (Life below Water) and SDG 15 (Life on Land).



¹² Parity includes participation rates and sectors in which women are employed.

See: <https://www.mckinsey.com/featured-insights/employment-and-growth/the-power-of-parity-advancing-womens-equality-in-the-united-states>

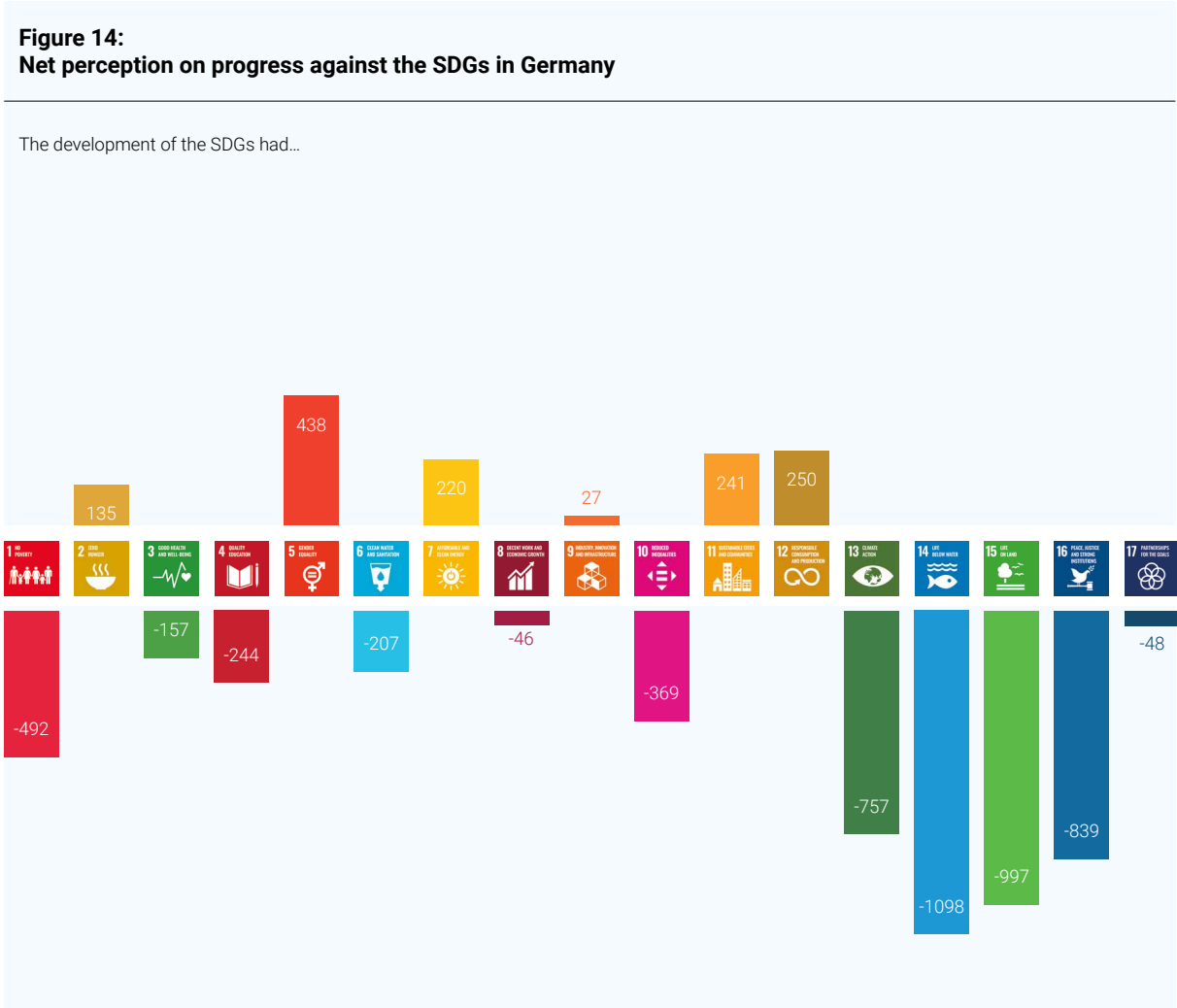
¹³ <https://www.drawdown.org/solutions>; at the time of publication, only 80 of the 100 solutions had been classified.

Figure 13: Importance of the SDGs by age group

			Younger than 20	20-29	30-39	40-49	50-59	60 or older
	SDG1	No Poverty	462	2023	1477	784	671	377
	SDG2	Zero Hunger	393	1882	1337	772	776	452
	SDG3	Good Health and Well-being	636	3409	2512	1331	1001	445
	SDG4	Quality Education	690	3719	2604	1326	913	517
	SDG5	Gender Equality	553	2579	1434	695	435	247
	SDG6	Clean Water and Sanitation	464	2609	783	215	75	16
	SDG7	Affordable and Clean Energy	534	2763	2005	1082	938	496
	SDG8	Decent Work and Economic Growth	351	2310	1663	884	595	244
	SDG9	Industry, Innovation and Infrastructure	125	1216	861	395	235	122
	SDG10	Reduced Inequalities	246	1494	1110	518	366	250
	SDG11	Sustainable Cities and Communities	394	2569	1772	921	602	279
	SDG12	Responsible Consumption and Production	500	2946	2080	1131	889	439
	SDG13	Climate Action	1041	5432	818	215	96	21
	SDG14	Life below Water	512	2274	1616	983	1025	558
	SDG15	Life on Land	586	2731	1924	1136	1119	636
	SDG16	Peace, Justice and Strong Institutions	509	2885	1779	1090	890	568
	SDG17	Partnerships for the Goals	89	514	358	230	191	122

Finally, the respondents’ perceptions were examined as to whether development of the individual SDGs had noticeably „improved“ or „deteriorated“. In order to present these results, net perception was calculated as the difference between positive sentiments and negative sentiments. Positive values indicate that respondents perceive that the situation has improved, while negative values indicate a perceived deterioration. The results were

derived from the German dataset (the largest single dataset in the sample) as a guide. The situation regarding some SDGs with highest priority among the respondents is perceived as negative, for example SDG 3, SDG 4 and SDG 13. The most positive development is assigned to SDG 5 - Gender Equality; the most negative SDG 14 - Life below Water, followed by Life on Land (SDG 15).



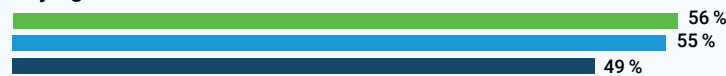
3. Personal actions

When asked about measures that individuals take to live more sustainably, respondents primarily cite short-term transactions and political voting (see Figure 15). The majority of respondents worldwide consider sustainability in consumer choices and nutrition (>50%),

slightly less in transport choices and political voting (48% each). Approximately one in three also takes sustainability into account when making financial decisions, in education or when choosing an energy supplier. Lastly, the choice of employer is listed at over 20%.

Figure 15:
Consideration of sustainability in activities by respondents globally, in the EU and in Germany

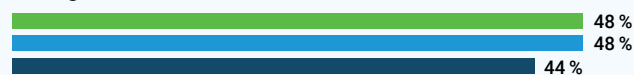
Buying Goods and Services



Food and Nutrition



Voting



Transport and Mobility



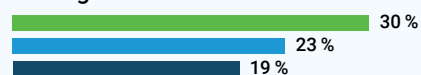
Choosing your Energy Provider



Child Rearing and Education



Making Financial Decisions



Leisure Activities



Choosing your Employer



Comparable results can be seen in the European Union and in Germany. A breakdown of the data by age, gender and education is presented in the Appendix.

The results suggest that sustainability aspects are more prominent in short-term transactions such as the purchase of goods and voting, even if these may have longer-term effects. On the other hand, sustainability is comparatively less important in longer-term contractual arrangements such as the choice of employer.

The influence of sustainability on short-term decisions suggests that more sustainable products and services represent a significant economic opportunity. A 2017 report by the Business and Sustainable Development

Commission indicated that reaching the SDGs opens up US\$12 trillion of economic market opportunities.¹⁴ A report published by the World Economic and Climate Commission in 2018 concludes that US\$26 trillion in economic benefits can be achieved by 2030 through climate protection measures.¹⁵ Today's consumers are part of this solution, and tomorrow's leaders should be ready to seize this opportunity.

The importance of sustainability for political voting is a clear call for governments to address the issue more strongly and to communicate it to citizens. The SDGs could, if governments effectively raise public awareness, provide a strong framework to focus government action in response to public expectations of sustainability.



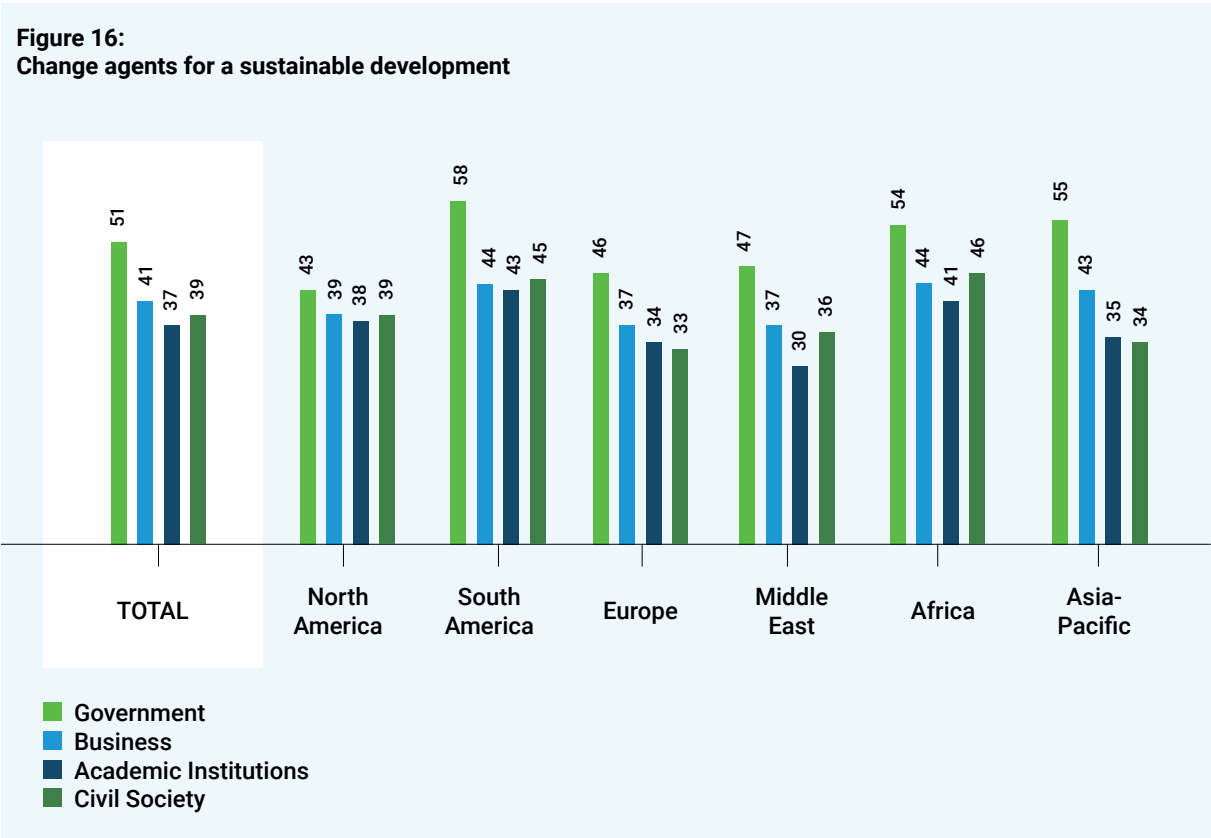
¹⁴ Vali, N. (2017) More than philanthropy: SDGs are a \$12 trillion opportunity for the private sector, August 25, <https://www.undp.org/content/undp/en/home/blog/2017/8/25/More-than-philanthropy-SDGs-present-an-estimated-US-12-trillion-in-market-opportunities-for-private-sector-through-inclusive-business.html>

¹⁵ Global Commission on the Economy and Climate (2018): Unlocking the Inclusive Growth Story of the 21st Century: Accelerating Climate Action in Urgent Times, <https://newclimateeconomy.report/2018/>

4. Agents of change

When asked „Who do you expect to push forward the implementation of the SDGs in your country?“ respondents cite government as an agent of change ahead of the private sector, research institutions, non-governmental

organizations (NGOs) and the media. 51% of respondents worldwide see governments as leading the way (compared to 41% for the private sector, 37% for education and research, and 39% for civil society).



The high importance of government is mainly determined by the survey results in South America (58%), Asia (55%) and Africa (54%) in contrast to North America (43%) and Europe (46%). This suggests that people in regions where the government has a higher degree of control over the economy are more likely to rely on the public sector. In particular, respondents who prioritize the SDGs „Clean water and Sanitation“ (SDG 6), „Climate Action“ (SDG 13), „Quality Education“ (SDG 4), and „Good Health and Well-being“ (SDG 3) seem to have higher expectations of government. For the remaining 13 SDGs, the private sector is marginally less important than government and equally important for „Responsible Consumption and Production“ (SDG 12). The other actors rank third and fourth by a greater or lesser margin.

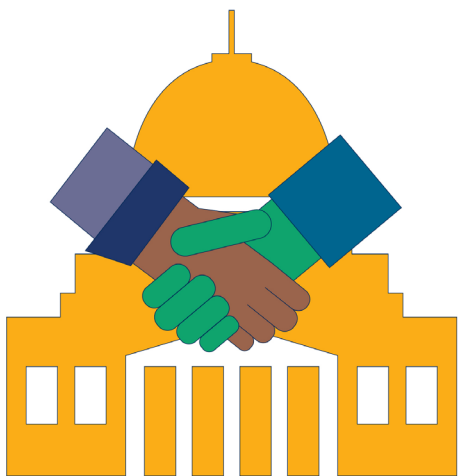
Similar results can be seen when looking at the responses from the European Union and Germany - here, too, government lead the list and the private sector is mentioned somewhat more frequently than educational and research institutions or civil society (see Figure 17).

Figure 17:
Change agents for a sustainable development in Germany

	Responses from Germany
Government	31%
Business	25%
Academic Institutions	23%
Civil Society	21%

The results show that respondents see all sectors of society (government, private sector, academic institutions, civil society) playing an active role in achieving the SDGs, with governments taking a clear lead. The mention of all sectors suggests that partnerships between these actors should be a priority.

In the second part of the survey, participants were asked about sustainability and SDGs in the sector in which they operate. Accordingly, the following sections contain only the results of the responses from the private sector, politics and public administration, education and research as well as civil society.



5. Sustainability and the SDGs within the private sector

This section evaluates the responses from the private sector, to which 29% of respondents attribute themselves. The answers are distributed across the following sectors (see Figure 18).

Respondents from the private sector tend to rate the awareness of companies in the private sector of both sustainability and SDGs as lower than the individual awareness. On a personal level, almost all respondents are aware of the concept of sustainability and about half know the SDGs (cf. Chapter 1: Awareness of Sustainable Development Goals). In order to compare the perception within the economy with these results, the presumed awareness score in the industry

of the respondents was surveyed and this value was converted into a net awareness score (i.e. sum of positive awareness rating minus the sum of negative awareness ratings). A 50% awareness would equate to roughly a zero net awareness score. Figure 19 shows that respondents rate sustainability awareness positively overall, but negatively for about half of the industries considered and for SDG awareness in almost all industries. The majority of respondents rate SDG awareness as very low within the industry in which they operate. Only in the sectors Agriculture, Fisheries and Forestry, Energy and Extractives, and Industry do the respondents believe that more than 50% of their industry knows the SDGs.

Figure 18:
Industries represented within the private sector

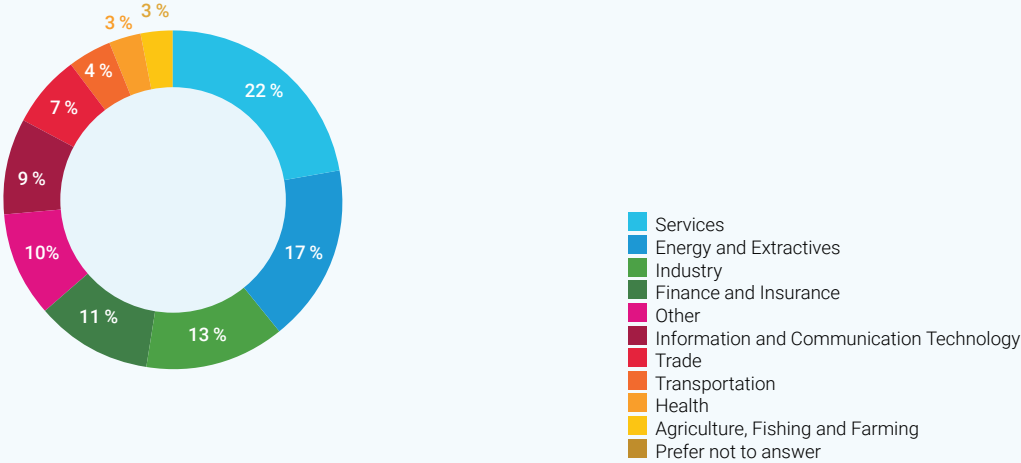
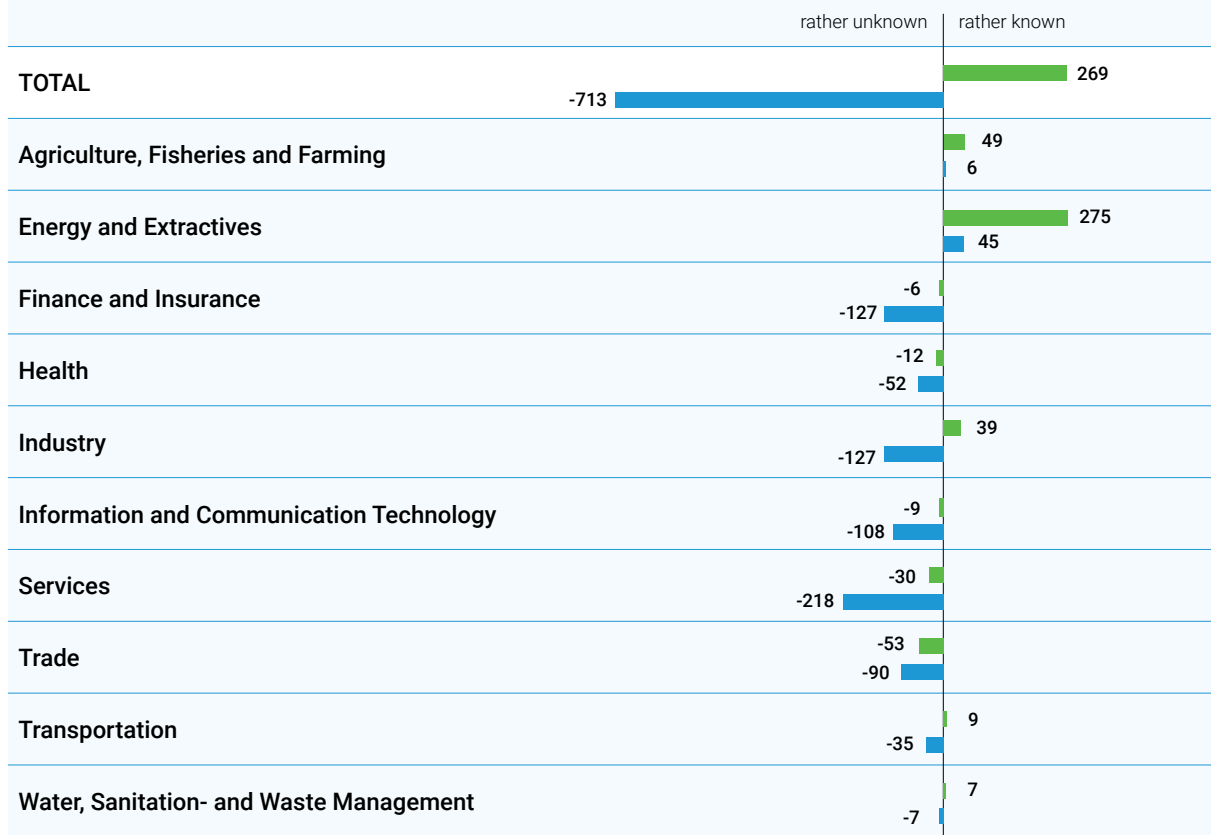


Figure 19:
Awareness of sustainability and the SDGs as rated by respondents in industry



Responses from the private sector

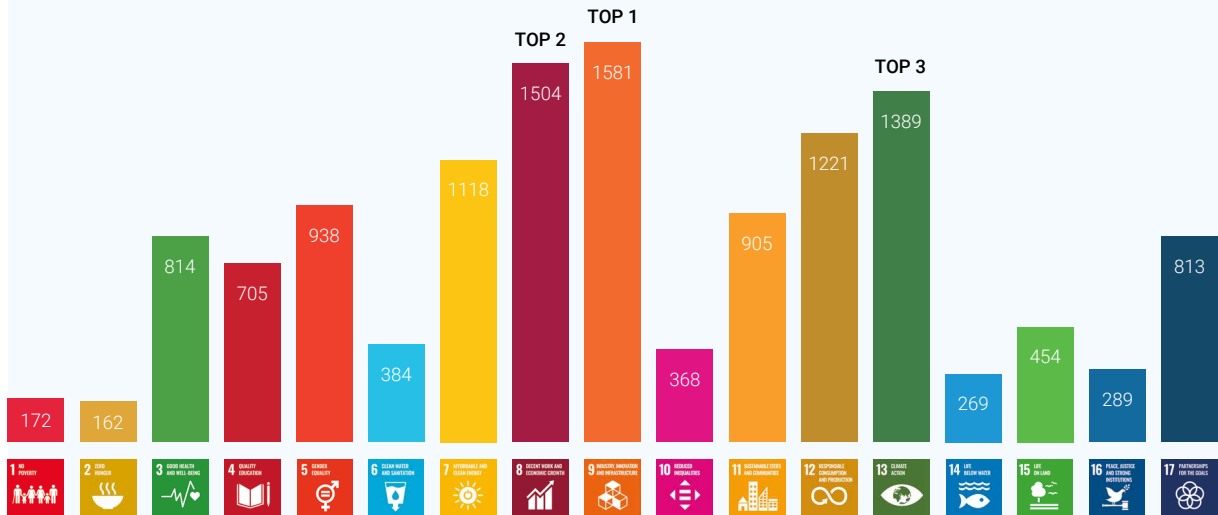
■ Net sustainability awareness
■ Net SDG awareness

Respondents were also asked which SDGs in their perception are most important for companies. The results (see Figure 20) differ slightly from the individual priorities (see Chapter 2: Individual priorities for the Sustainable Development Goals). While Climate Action (SDG 13) remains an important priority for companies, respondents rate Industry,

Innovation and Infrastructure (SDG 9) and Decent Work and Economic Growth (SDG 8) as the most important SDGs for companies. In addition to the prioritized SDGs, there is also a perception of urgent need for action in SDG 12 - Responsible Consumption and Production.

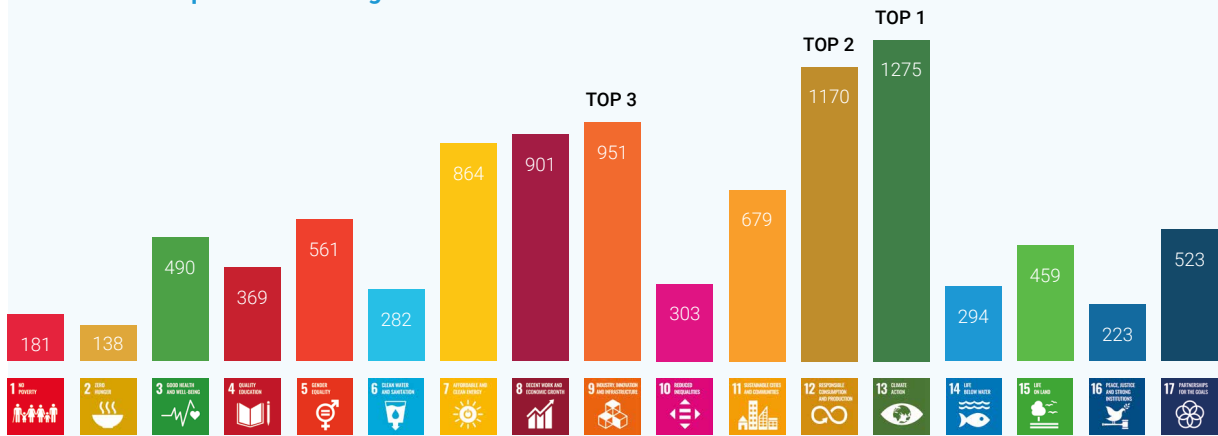
Figure 20:
Most relevant SDGs and most urgent company action

Which SDGs are most relevant to your company?



Responses from the private sector

Which SDGs require the most urgent action?



Responses from the private sector

The importance of partnerships between business, government or policy and administration is supported by additional survey results. Respondents who identified as working in politics and administration or in a company cite private sector actors as the most important partners. Employees in companies cite national political actors and institutions second, while employees in politics and

administration cite various other partners, including other national political actors, academic institutions, civil society and the media. The results underscore the importance of business as a partner in achieving the SDGs, but also the awareness of individuals of the importance of partnerships outside their own professional sector.

Figure 21:
Most relevant partners for achieving the SDGs

Partnership	Company employees (2,654 responses)	Government employees (596 responses)
Businesses	65%	73%
National Political Actors	46%	56%
International Political Actors	32%	47%
Education and Research Organizations	33%	63%
Civil Society	30%	63%
Media	21%	54%

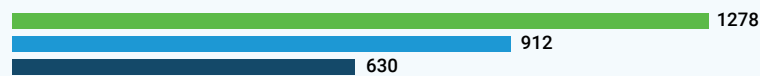
Responses from the private sector and politics and public administration

A final data set provides information on how enterprises contribute to SDGs globally, in the European Union and in Germany (see Figure 22) and how they set targets and measures

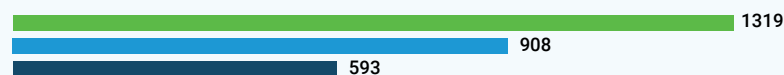
(see Figure 23). This makes it clear that companies set targets with reference to SDGs. However, progress towards the set targets is measured without reference to SDGs.

Figure 22:
Contribution of companies to the SDGs by region

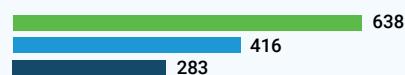
Through Products and Services



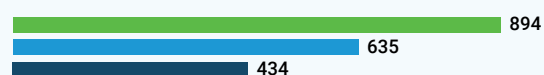
Through Responsible Operations



Through Philanthropic Engagement



Through Partnerships

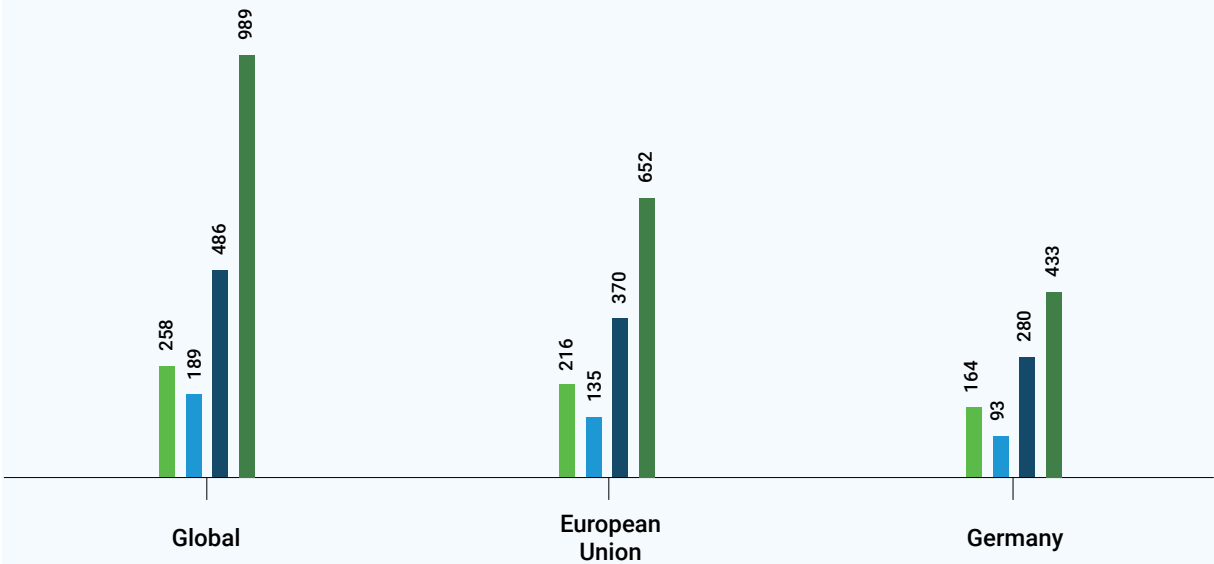


Responses from the private sector

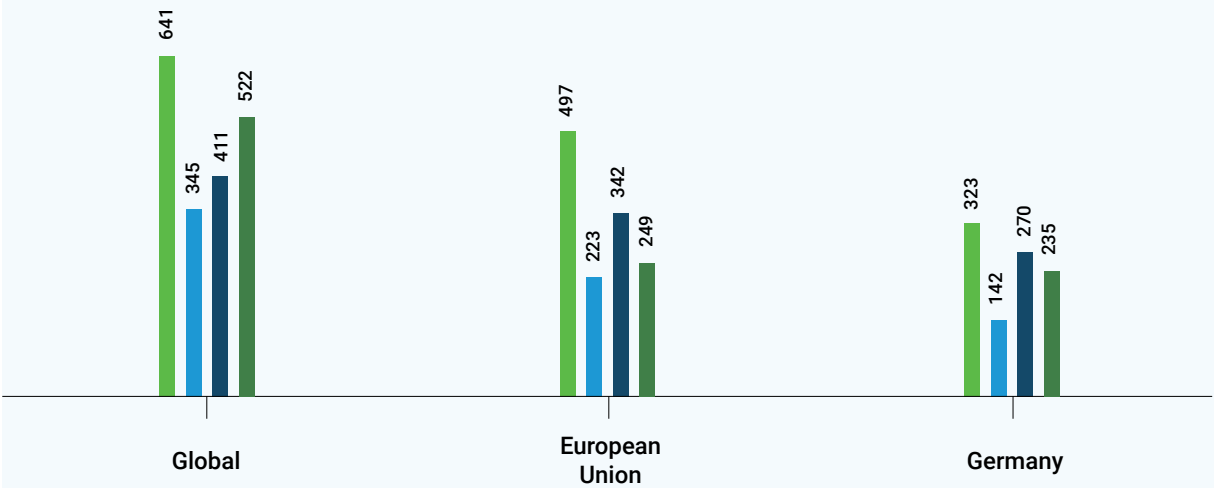
■ Global
■ European Union
■ Germany

Figure 23:
Company metrics and objectives for SDGs – number of responses by region

Does your company have sustainability objectives?



Does your company measure progress on relevant sustainability issues?



Responses from the private sector

- Yes, and aligned with SDGs
- Yes, but not aligned with SDGs
- No
- I do not know

6. Sustainability and the SDGs within government

The respondents working in politics or in the public sector assess the awareness level of sustainability and the SDGs more negatively than respondents working in private companies (cf. Chapter 5: Sustainability and the SDGs in the private sector). The net awareness in the public sector was calculated using the same method, and is shown in Figure 24. According to the results, only international political organizations have a positive net awareness score of the concept of sustainability. For all other areas, the result is negative, including the SDG awareness score.

The low scores with respect to political awareness is surprising, since the SDGs are primarily aimed at national governments and, accordingly, local institutions. Here it becomes clear once again that the concept of sustainability and SDGs is still largely unknown or perceived as such in the sectors that are relied upon to drive change towards sustainable development (cf. Chapter 4: Agent of change).

As expected, the prioritization of the SDGs within politics and administration differs from that of companies. The respondents from politics and administration state that Sustainable Cities and Communities (SDG 11) and Responsible Consumption and Production (SDG 12) as well as Climate Action (SDG 13) have top priority for their sector (see Figure 25).

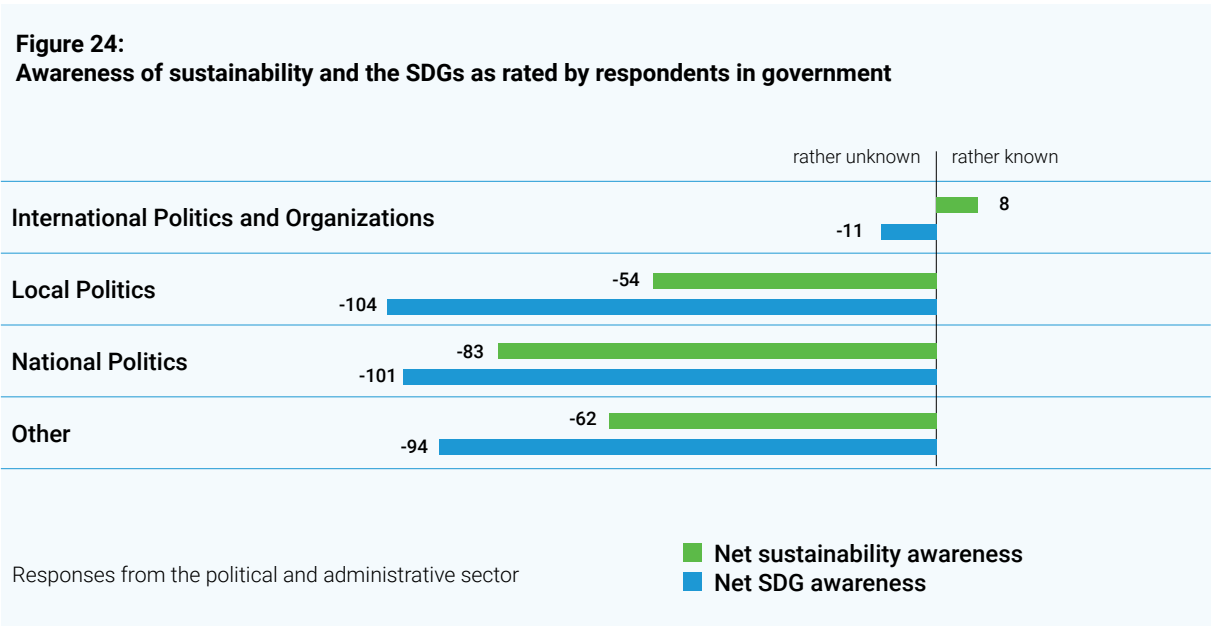
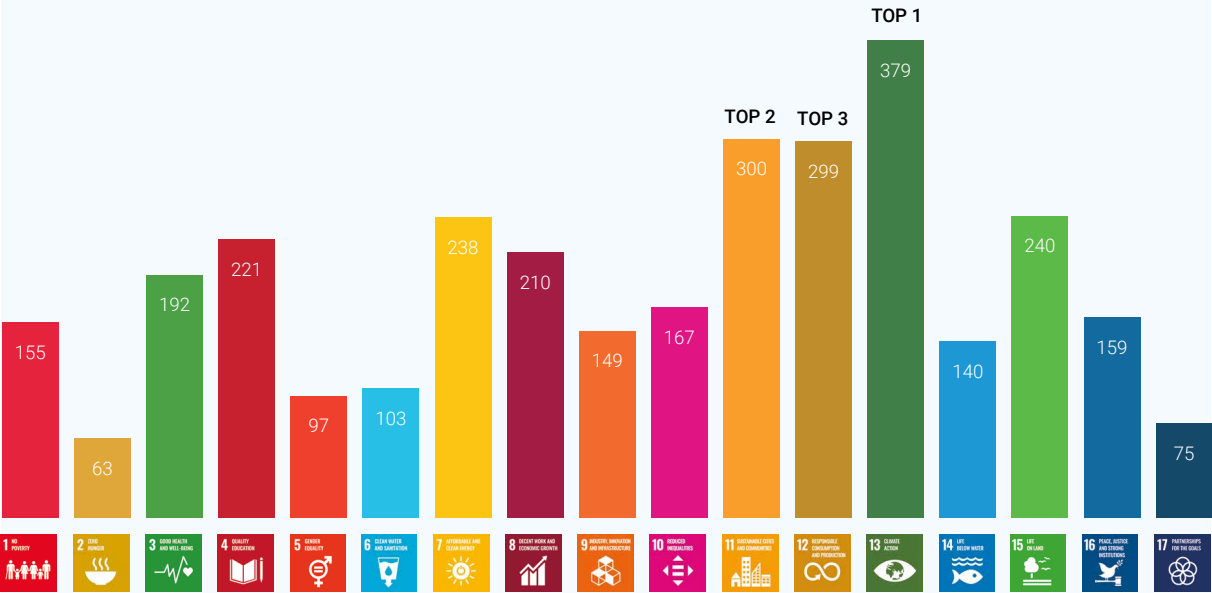


Figure 25:
SDGs with the most urgent need for action for politics and administration

Which SDGs require the most urgent political and administrative actions?

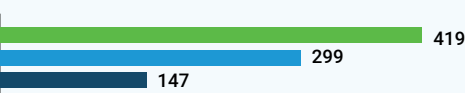


Responses from the political and administrative sector

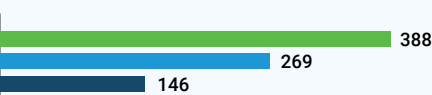
In addition, measures that respondents believe are necessary to address the SDG priorities are identified. The most urgent need for action is seen in the implementation of sustainability in the political agenda, followed by the enforcement of sustainability.

Figure 26: Greatest need for improvement regarding political and administrative action on sustainability and the SDGs

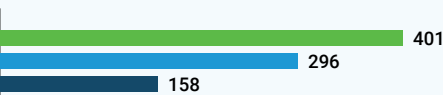
Implementing Sustainability in the Political Agenda Setting



Integrating Sustainability in Laws and Regulations



Enforcing Sustainability (Laws and Regulations)



Other



Responses from the political and administrative sector

■ Global
■ European Union
■ Germany

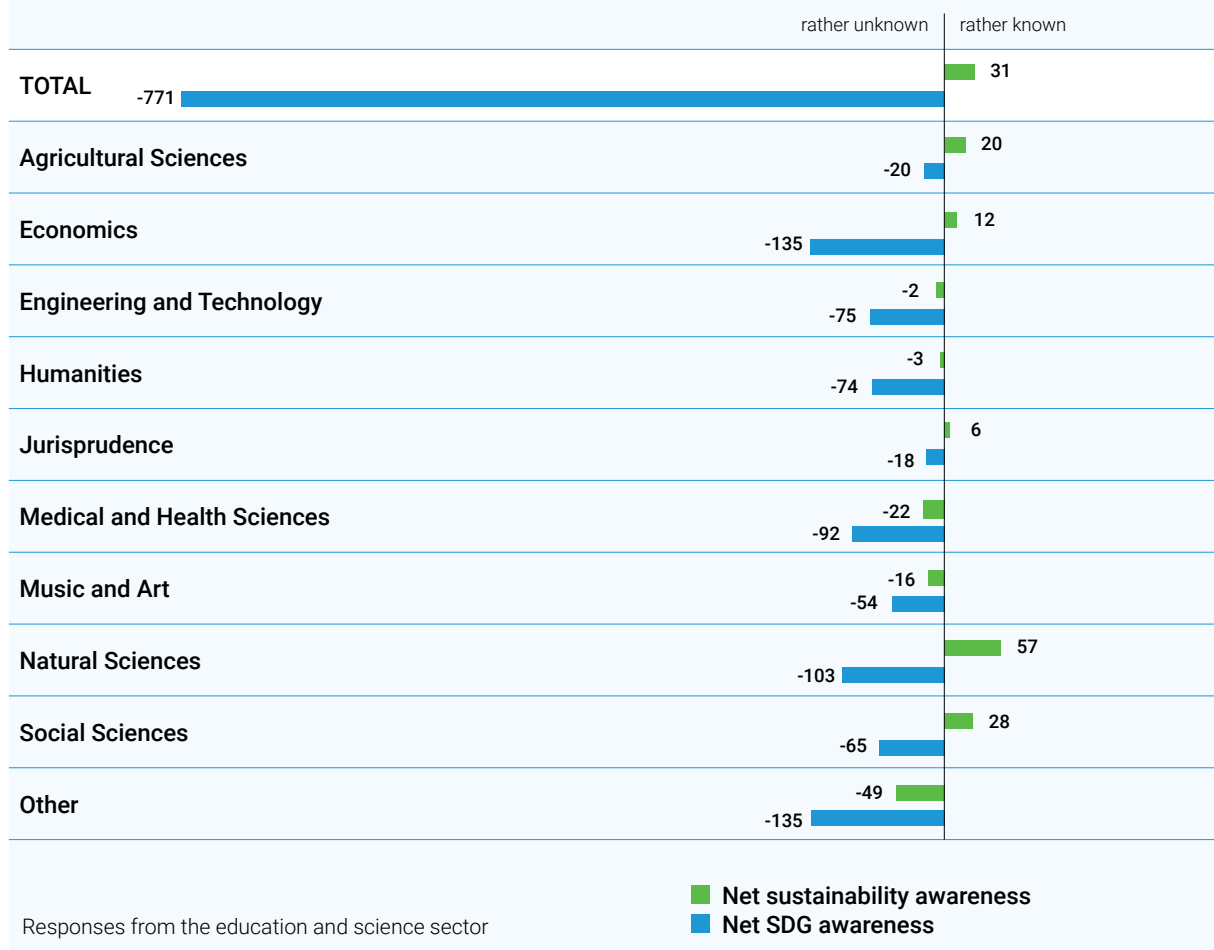
The category "No Need for Improvement" was not selected in any region or country.

7. Sustainability and the SDGs within academia

The awareness for sustainability and the SDGs is assessed by students and representatives of science comparable to politics, administration and companies. In general, the perceived net awareness score is negative, with sustainability awareness slightly higher than the SDGs. The very negative SDG awareness attributed to economics is noticeable (-135). This could be an indicator that the SDGs are still rarely addressed in the classical study programs and research areas of economics.

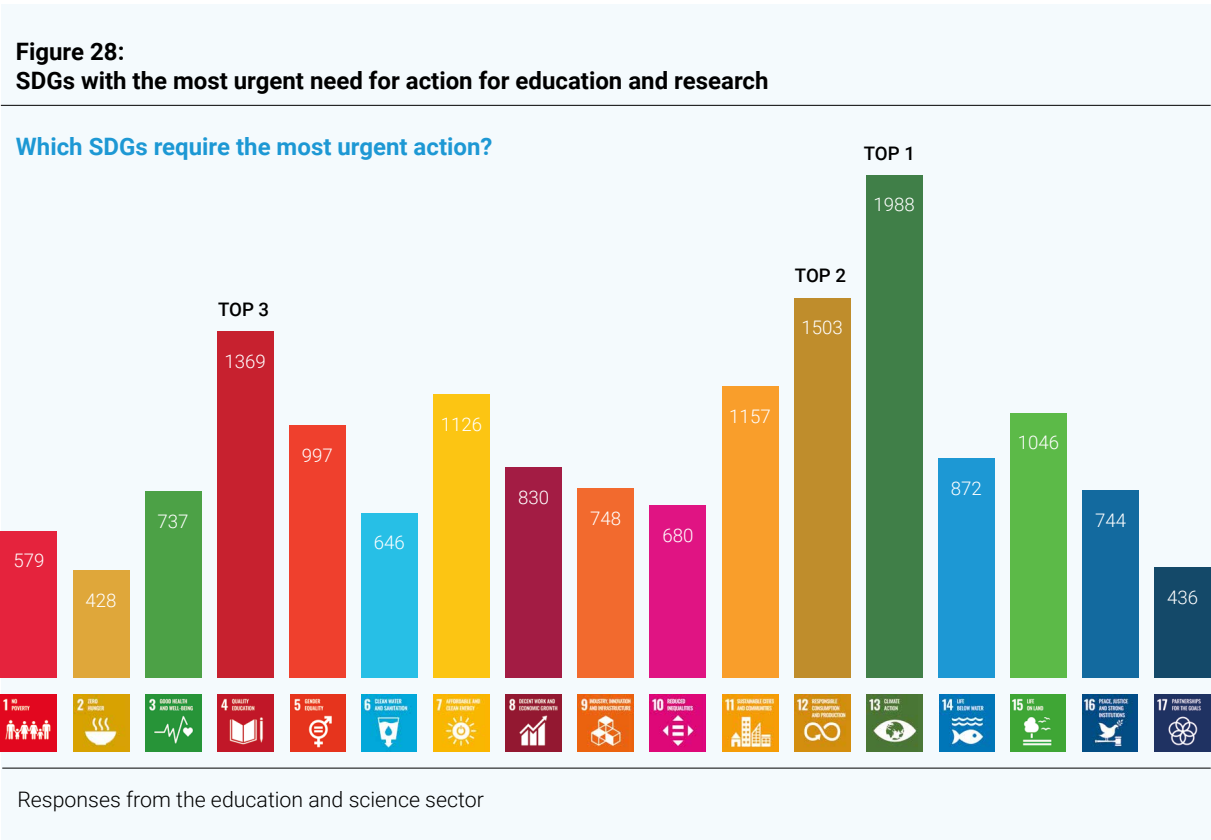
SDGs with a high priority for education and research institutions are identified as having similar objectives to other segments, with Climate Action (SDG 13) rated highest, followed by Responsible Consumption and Production (SDG 12). Not surprisingly, Quality Education (SDG 4) is cited as the third most frequent answer by respondents from the scientific community.

Figure 27:
Awareness of sustainability and the SDGs as rated by respondents in academia



Although all sectors consider partnerships to achieve the goals (SDG 17) to be relatively low in importance, this is particularly remarkable in the field of research and education. First, research institutions are seen as the most valuable drivers for achieving the SDGs by building partnerships in line with SDG 17. Second, the fundamental value of partnership is emphasized by some of the world’s leading

researchers, from Nicholas Christakis to Yuval Harari¹⁶ for example, that large-scale cooperative behavior is both a defining feature of our species and an essential part of our ability to meet major challenges such as achieving the SDGs. It is therefore appropriate to consider the role that education and research institutions could play in strengthening the importance of partnerships in achieving SDGs.



¹⁶ Relevant publications: Christakis, N. A., & Fowler, J. H. (2009). Connected: The surprising power of our social networks and how they shape our lives. Little, Brown Spark; Harari, Y. N. (2014). Sapiens: A brief history of humankind. Random House.

8. Sustainability and the SDGs within civil society

According to representatives of civil society, both the concept of sustainability and the SDGs are still largely unknown. Of all the calculated assessments of the net awareness score of sustainability and the SDGs in that sector, only one combination - the knowledge of sustainability among representatives of consumer protection groups - is rated slightly positive (see Figure 29). All other activities represented show both a negative net awareness score of sustainability and SDGs. This

result is also surprising as these are civil society groups whose activities are focused on both sustainability and SDGs.

The prioritization of the SDGs by civil society respondents reflects the prioritization of policy and administration, where Climate Action (SDG13) and Responsible Consumption and Production (SDG12) come first, followed by Quality Education (SDG4) and Sustainable Cities and Communities (SDG11).

Figure 29:
Awareness of sustainability and the SDGs as rated by respondents in civil society

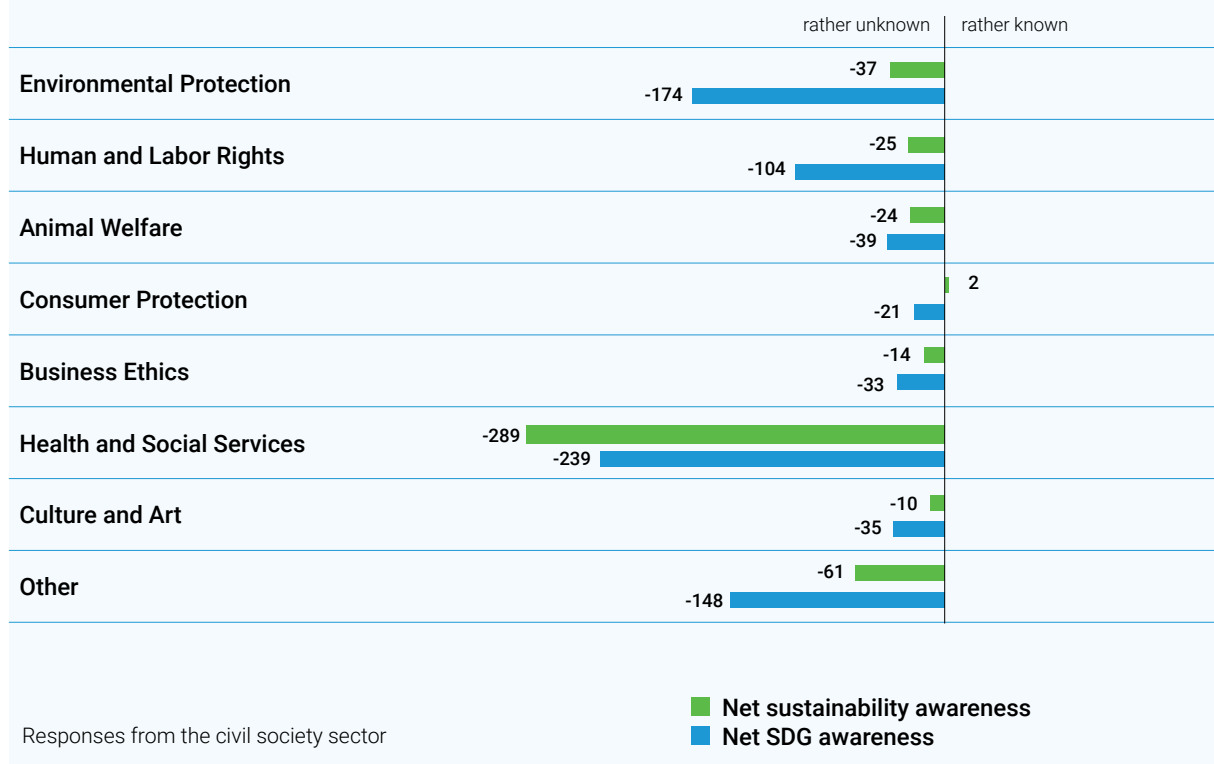
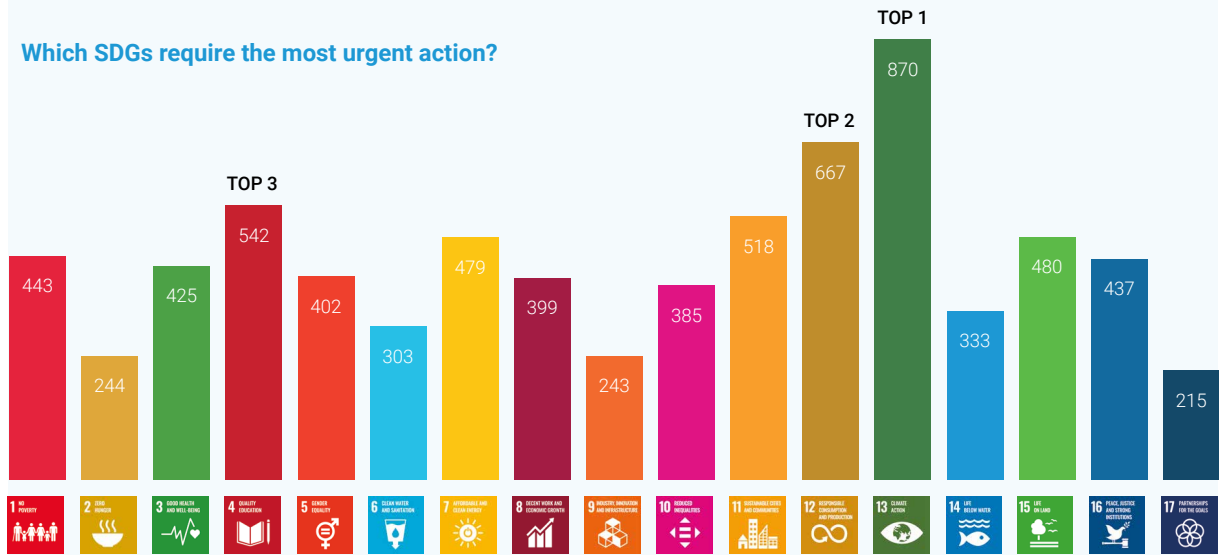


Figure 30:
SDGs with most urgent need for action for civil society

Which SDGs require the most urgent action?

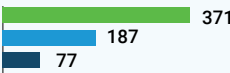


Responses from the civil society sector

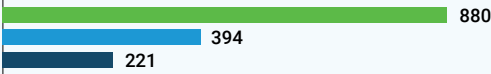
Similar to the representatives of politics and public administration, civil society respondents identify a number of measures that they believe are important to work towards achieving the SDGs (see Figure 31). The lowest priority is given to “Own Agenda Setting”, suggesting that parts of civil society are only willing to work within existing frameworks and systems rather than create new options for action. On the other hand, the majority of respondents worldwide sees the role of civil society as to monitor and exert pressure on legislation and the economy and thus act as a „watch-dog“ in society. Monitoring and pressure on the economy is seen within the EU as even more important as monitoring and pressure on legislation.

Figure 31:
Greatest need for improvement regarding civil society action on sustainability and the SDGs

Own Agenda Setting



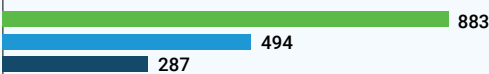
Public Campaigns and Awareness Raising



Pressuring Legislation



Pressuring Business



Responses from the civil society sector

- Global
- European Union
- Germany

VI. AUTHORS AND ACKNOWLEDGEMENTS

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Image sources

Yale Center for Business and the
Environment, S&C, Mapchart

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Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety



based on a decision of the German Bundestag

VII. APPENDIX

Full list of multipliers

Science and students

- Board of European Students of Technology (BEST) (EU)
- Cologne Business School (DE)
- European Pharmaceutical Students' Association (EPSA) (LU)
- European Students' Union (BE)
- FIA – Fundação Instituto de Administração (BR)
- Fordham Social Innovation Collaboratory (US)
- Global University Network for Innovation (ES)
- GNAM – Global Network for Advanced Management (US)
- GUNi – Global University Network for Innovation (ES)
- Hamburg School of Business Administration (DE)
- Institute for Sustainable Futures (AU)
- oikos Hamburg (DE)
- oikos International (CH)
- sneep e.V. (DE)
- Sustainability Week Switzerland (CH)
- Swiss Association of Student Organisations for Sustainability (ASOS) (CH)
- University of Oxford Saïd Business School (UK)
- Wilson Center Brazil Institute (BR)

Industry

- AB Enzymes (DE)
- Allianz (DE)
- Appinio (DE)
- B.C. Tuna Fishermen's Association (CA)
- BMW Group (DE)
- BNY Mellon (US)
- CSR HELLAS (GR)
- Datamaran (UK)
- EcoVadis (FR)
- Enablon (FR)
- Forward Ships (PT)
- Gexsi (DE)
- Gingko World (CH)
- Global Impact Grid (DE)
- Good Travel (NZ)
- Chamber of Commerce Hamburg (DE)
- HanseMerkur (DE)
- Hapag-Lloyd (DE)
- hw.design (DE)
- IDOP (HR)
- Impact Hub Candidate Hamburg (DE)
- Invest in Albania (AL)
- JADE – European Confederation of Junior Enterprises (BE)
- Kaleidoscope Futures (UK)
- Lablaco (FR)
- matera HUB (IT)
- Moringa Huile (DE)
- MTS Russia (RU)
- MTU (DE)
- öbu – Der Verband für nachhaltiges Wirtschaften (CH)
- Polarstern (CH)
- RWE (DE)
- SCHOTT AG (DE)
- SEAS NVE (DK)
- Shelton Group (US)
- Stiftung Mercator (DE)
- Sustainability Leadership Kosova (KO)
- Sustainable Brands (US)
- Sustainable Food Movement Greece (GR)
- SWIFT Networks (NG)
- Syngenta (CH)
- tbd* Community (DE)
- ThistlePraxis Consulting (NG)
- TÜV Rheinland (DE)
- Vinyl Sustainability Council (US)
- Xwhy: Agency of Understanding (LT)

Civil society

-
- 1% for the Planet (US)
 - Action on SDGs Kenya Coalition (KE)
 - AIA International Foundation (INT)
 - Bye Bye Plastic Bags Global (IDN)
 - BBPB Algeria (DZ)
 - BBPB Bandung, Indonesia (ID)
 - BBPB Chiang Mai, Thailand (TH)
 - BBPB Jakarta, Indonesia (ID)
 - BBPB Malta (MT)
 - BBPB Myanmar (MM)
 - BBPB Nepal (NP)
 - BBPB Philippines (PH)
 - BBPB Singapore (SG)
 - Bridge Academies International (KE)
 - Brodoto (HR/RS)
 - China Youth Climate Action Network (CN)
 - Cotton Made in Africa (DE)
 - CRLDS - Centre for European Policy Studies Local and Regional Development (AL)
 - Deutsches Netzwerk Wirtschaftsethik (DE)
 - Dianova International (ES)
 - EarthGuardians (US)
 - EcoCare Waste Initiative (GH)
 - EcoKids (DE)
 - EcoKnights (MY)
 - EKD – Evangelische Kirche in Deutschland, Referat Nachhaltigkeit (DE)
 - Elizka Relief Foundation (GH)
 - European Environmental Bureau (EEB) (BE)
 - European Youth Forum (EU)
 - Fair Trade Campaigns (US)
 - Fern (BE/UK)
 - Foodity (GR)
 - Geneve Foundation for Medical Education and Research (CH)
 - Global Partnership for Sustainable Development Data (INT)
 - Green Cameroon (CR)
 - Haribon Foundation (PH)
 - Heinz Sielmann Stiftung (DE)
 - Hope Foundation e.V. (DE)
 - Hostelling International Brazil (BR)
 - Hunger Reduction International (SO)
 - Jane Goodall Institute New Zealand (NZ)
 - KIVA (US)
 - Le Pirol (DK)
 - Lead Glocal (NL)
 - MAAT For Peace, Development, and Human Rights (EG)
 - Misereor (DE)
 - NABU North Rhine-Westphalia (DE)
 - NGO Major Group (Global)
 - NGO Major Group West Africa
 - North American Association for Environmental Education (US)
 - NYDIS (US)
 - Pakistan Environmental Journalists (PK)
 - Peace Corps Zambia (ZM)
 - Plastic Bank (CA)
 - Say Hi to Sustainability (BR/NO)
 - Society for International Development (INT)
 - sociSDG (EU)
 - Sustainable Development Policy Institute (SDPI) (PK)
 - Sustainable Qatar (QA)
 - Sustainable Oman (OM)
 - Teach First Deutschland (DE)
 - The DO School (DE)
 - Youth Association for Development (PK)
 - Zero Waste Latvija (LV)
 - Zukunftsrat Hamburg (DE)

Politics and administration (including UN-organizations)

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- Asian Development Bank (PH)
 - Federal Foreign Office (DE)
 - Behörde für Umwelt und Energie Hamburg (DE)
 - Bugesera District – Agriculture and Natural Resources Department (RW)
 - Federal Ministry of Education and Research (DE)
 - Crowdafrica (GH)
 - DEG/KfW (DE)
 - European Bank for Reconstruction and Development – EBRD (GB)
 - GIZ (DE)
 - Global Compact Network Belgium (BE)
 - Global Compact Network Brazil (BR)
 - Global Compact Network Egypt (EG)
 - Global Compact Network Germany (DE)
 - Global Compact Network Guatemala (GT)
 - Global Compact Network Russia (RU)
 - Global Compact Network Switzerland (CH)
 - Global Compact Network Tanzania (TZ)
 - Global Compact Network Ukraine (UA)
 - International Institute of Sustainable Development (CA)
 - Kiribati National Tourism Office (KI)
 - Poverty Reduction Trust (ZW)
 - Sustainability Hub Norway (NO)
 - Sustainable Development Solutions Network (SDSN) (INT)
 - SustainAsia (HK)
 - UNDP Mauritius and Seychelles (MU)
 - UNDP Namibia (NA)
 - UNESCAP SDG Help Desk (TH)
 - UNICEF Germany (DE)
 - UN SDG Action Campaign (DE)
 - UN Secretary-General's Special Envoy for the Ocean (Global)
 - Federation of German Consumer Organisations (DE)

The 18 Global Survey Influencers

	Name	Country	Profession	Instagram profile
SDG 1	Ayanda Borotho	South Africa	Actress, author	ayandaborotho
SDG 2	Pinky Ghelani	Kenya, India	Media personality	pinkyghelani
SDG 3	Amarna Miller	Spain	Blogger, actress	amarnamiller
SDG 4	Ilaria Di Vaio Lanna	Italy	Blogger	divaioilaria
SDG 5	Xenia Tchoumitcheva	Switzerland, England	Influencer	xenia
SDG 6	Johan Lolos	Belgium	Photographer	lebackpacker
SDG 7	Olesya Rulin	USA, Russia	Actress	olesyarulin
SDG 8	Gugu Gumedede	South Africa	Actress	itsgugugumedede
SDG 9	Shraddha Singh	England, India	Blogger	shrads
SDG 10	Luna Schweiger	Germany	Actress	lunaxschweiger
SDG 11	Annika Victoria	Japan	Blogger	littlepineneedle
SDG 12	Doina Ciobanu	England, Moldova	Influencer	doina
SDG 12	The Van Effect	Spain	Blogger	thevaneffect
SDG 13	Gürel Sahin	Germany	Photographer	guerelsahin
SDG 14	Cristina Mittermeier	Mexico	Photographer	mittty
SDG 15	Hannes Becker	Germany	Photographer	hannes_becker
SDG 16	Louisa Dellert	Germany	Blogger	louisadellert
SDG 17	Mari Henud	Brazil, Switzerland	Blogger	marihenud

Results in detail (data tables)

Personal prioritization of the SDGs by region

		Total	North America	South America	Europe	Middle East	Africa	Asia-Pacific	Germany
SDG 1	No Poverty	5716	736	554	2804	60	645	917	1372
SDG 2	Zero Hunger	5550	784	491	2983	53	459	780	1711
SDG 3	Good Health and Well-being	10786	1228	643	6389	86	714	1726	3804
SDG 4	Quality Education	10731	1366	849	5907	101	858	1650	3443
SDG 5	Gender Equality	5980	1058	366	3229	89	344	894	1393
SDG 6	Clean Water and Sanitation	8003	1417	605	3963	82	571	1365	2164
SDG 7	Affordable and Clean Energy	7578	1416	441	4077	62	398	1184	2214
SDG 8	Decent Work and Economic Growth	5908	759	563	2855	80	526	1125	1179
SDG 9	Industry, Innovation and Infrastructure	2887	403	233	1334	34	243	640	649
SDG 10	Reduced Inequalities	3659	621	275	1963	35	246	519	833
SDG 11	Sustainable Cities and Communities	6498	1020	439	3614	67	284	1074	1712
SDG 12	Responsible Consumption and Production	7825	1307	413	5035	52	212	806	2630
SDG 13	Climate Action	13573	2344	661	8369	107	427	1665	4754
SDG 14	Life below Water	6933	1530	335	4030	59	152	827	2186
SDG 15	Life on Land	8084	1578	507	4666	74	267	992	2449
SDG 16	Peace, Justice and Strong Institutions	7107	820	517	4183	86	457	1044	2345
SDG 17	Partnerships for the Goals	1489	237	103	726	16	125	282	329

Personal prioritization of the SDGs by gender

		Male	Female	Other/DNS
SDG 1	No Poverty	2454	3290	70
SDG 2	Zero Hunger	2153	3419	60
SDG 3	Good Health and Well-being	3784	5483	100
SDG 4	Quality Education	4079	5618	107
SDG 5	Gender Equality	1396	4463	104
SDG 6	Clean Water and Sanitation	3067	4910	76
SDG 7	Affordable and Clean Energy	3197	4578	85
SDG 8	Decent Work and Economic Growth	2648	3348	55
SDG 9	Industry, Innovation and Infrastructure	1571	1365	24
SDG 10	Reduced Inequalities	1632	2306	67
SDG 11	Sustainable Cities and Communities	2582	3897	77
SDG 12	Responsible Consumption and Production	2613	5316	84
SDG 13	Climate Action	4502	8397	136
SDG 14	Life below Water	2126	4810	74
SDG 15	Life on Land	2739	5348	88
SDG 16	Peace, Justice and Strong Institutions	3011	4127	73
SDG 17	Partnerships for the Goals	682	806	14

Consideration of sustainability by age group

	Younger than 20	20-29	30-39	40-49	50-59	60 or older
Buying Goods and Services	951	5181	3687	2038	1815	1007
Making Financial Decisions	411	2762	2141	1066	838	491
Choosing your Energy Provider	508	2864	2230	1238	1153	702
Leisure Activities	477	2493	1716	1048	1006	587
Choosing your Employer	203	2250	1696	724	459	150
Voting	88	4454	3029	1738	1568	940
Child Rearing and Education	453	3214	1974	1457	1038	479
Transport and Mobility	897	4674	3123	1673	1430	808
Food and Nutrition	1037	5444	3907	2170	1914	1093

Consideration of sustainability by gender

	Male	Female	Other/DNS
Buying Goods and Services	5190	9372	178
Making Financial Decisions	3285	4374	87
Choosing your Energy Provider	3280	5387	97
Leisure Activities	2536	4711	98
Choosing your Employer	2168	3272	71
Voting	4507	7847	151
Child Rearing and Education	3496	5034	83
Transport and Mobility	4712	7815	159
Food and Nutrition	5402	10041	168

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