

UNITED NATIONS



NATIONS UNIES

SUSTAINABLE DEVELOPMENT GOALS

Awareness, Priorities, Impact on Business

AUGUST 2021

WHO WE ARE

MORNING CONSULT IS A GLOBAL
ENTERPRISE TECHNOLOGY COMPANY
SPECIALIZING IN INTELLIGENT DATA TO
POWER LEADERS' INTELLIGENT DECISIONS.



THE SOLUTION

Morning Consult delivers better scale, quality, and speed to insight.



UNRIVALED SCALE

Morning Consult's proprietary platform has access to 100+ million people globally, enabling over 20,000 daily interviews in the 15 largest economies and custom projects in over 100 countries.



UNMATCHED QUALITY

Morning Consult's industry leading sample provider validation process, stratified sampling design, comprehensive attentiveness testing, & advanced weighting methodology is trusted globally.



UNPRECEDENTED SPEED

Morning Consult's state-of-the-art software processes and visualizes more than 7 trillion unique data points daily, powering real-time analysis and faster client deliverables than any competitor.

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Bloomberg



U.S. FEDERAL RESERVE

The New York Times



EUROPEAN CENTRAL BANK

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METHODOLOGY

The research conducted by Morning Consult on behalf of the UN Foundation seeks to understand what Americans know about the SDGs, what is important and urgent to them, who are they expecting to implement change, and how different companies are perceived when it comes to SDG efforts.

This poll was conducted between July 30 and August 2, 2021, among a national sample of 2,200 U.S. adults. The interviews were conducted online, and the data were weighted to approximate a target sample of U.S adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of +/- 2%.

KEY FINDINGS

Knowledge of SDGs

Americans tend to **prioritize the SDGs focused on humanitarian needs** like eradicating poverty and hunger, good health and well-being, and clean water and sanitation.

Familiarity with the SDGs is **low**; however, once Americans are exposed to a definition of SDGs, **they** consider them to be important.

SDG Priorities

KEY FINDINGS

Americans think the federal government holds responsibility for implementing SDGs, however, all sectors have a role to play including corporations and individuals.

Business Impact

Responsible Parties

Companies that make a public commitment to SDGs are seen as caring about customers and the community, but the intent needs to be genuine, as there is skepticism.

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AGENDA

AWARENESS & IMPORTANCE

PRIORITY & URGENCY OF INDIVIDUAL GOALS

IMPACT OF COVID-19 ON PROGRESS

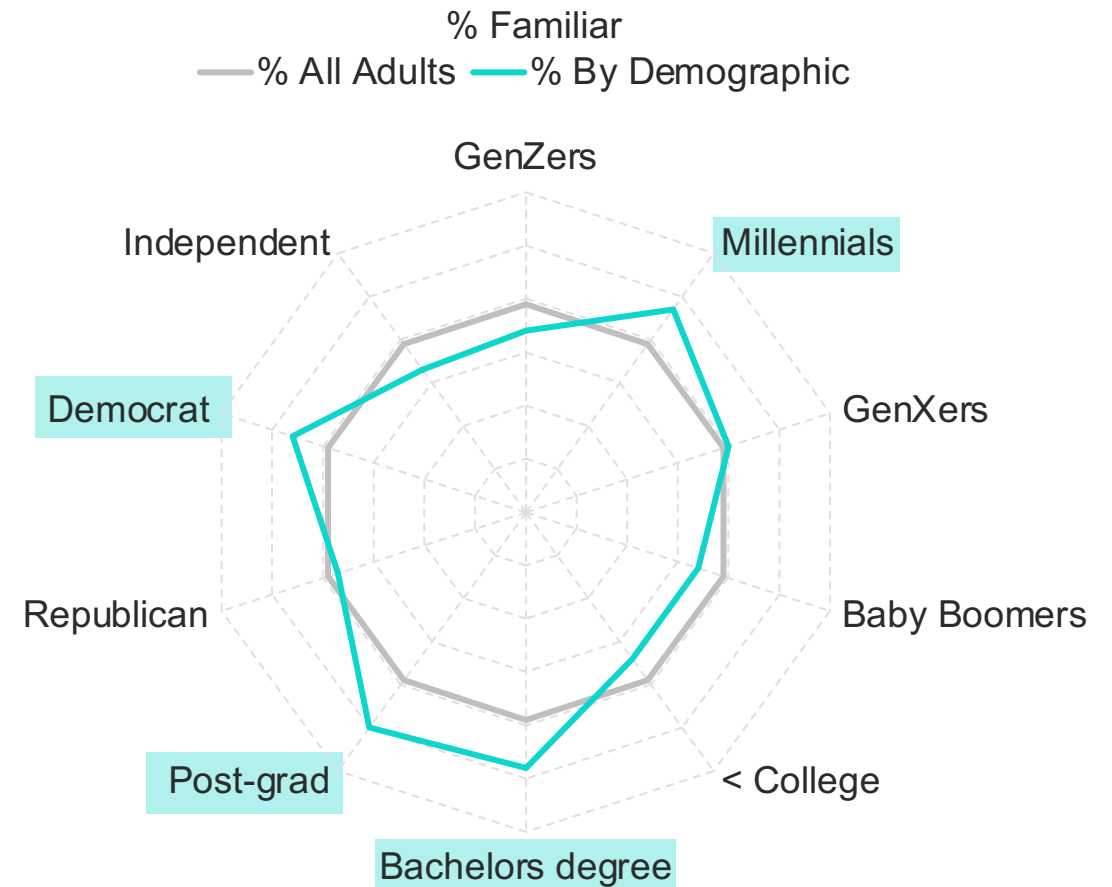
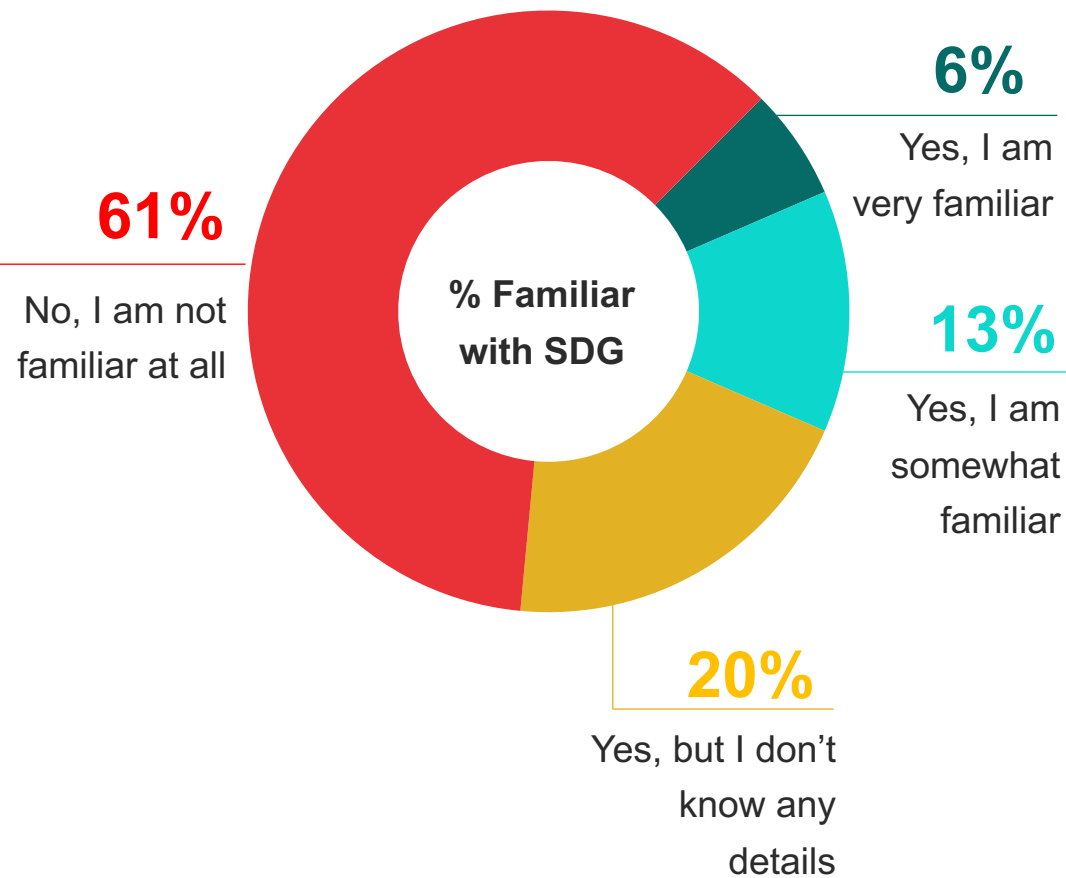
RESPONSIBILITY FOR IMPLEMENTATION

BUSINESS IMPLICATIONS



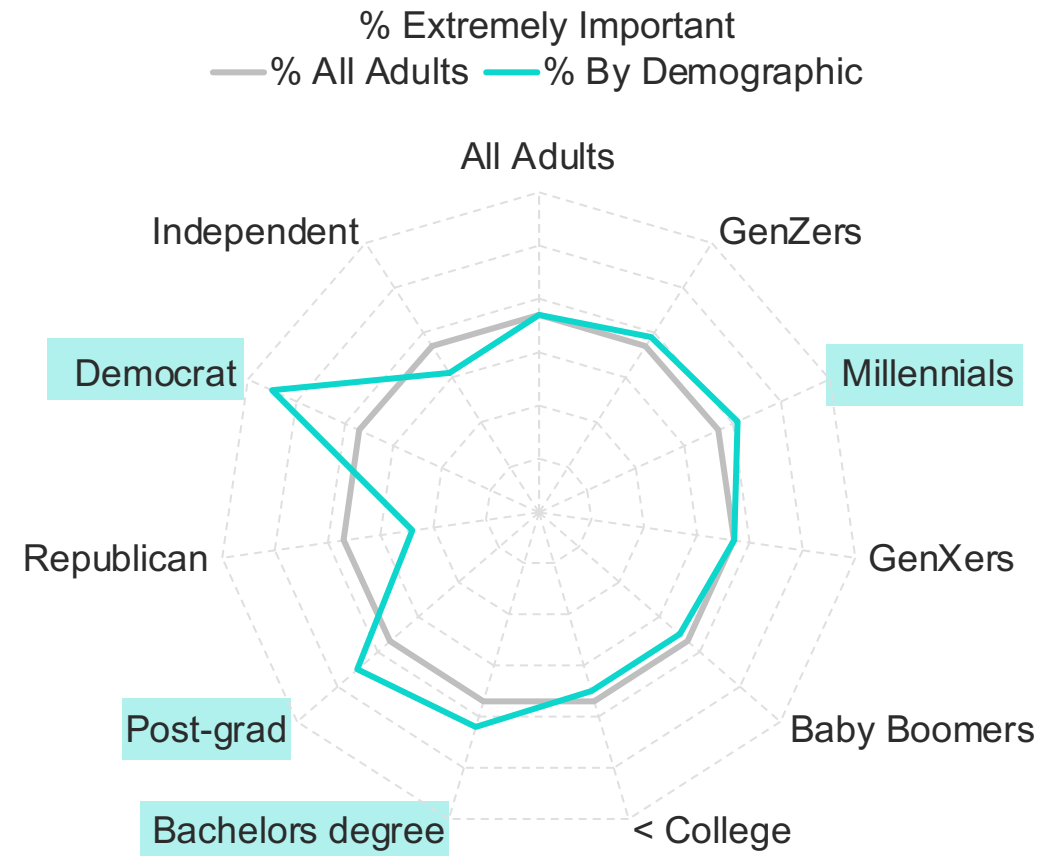
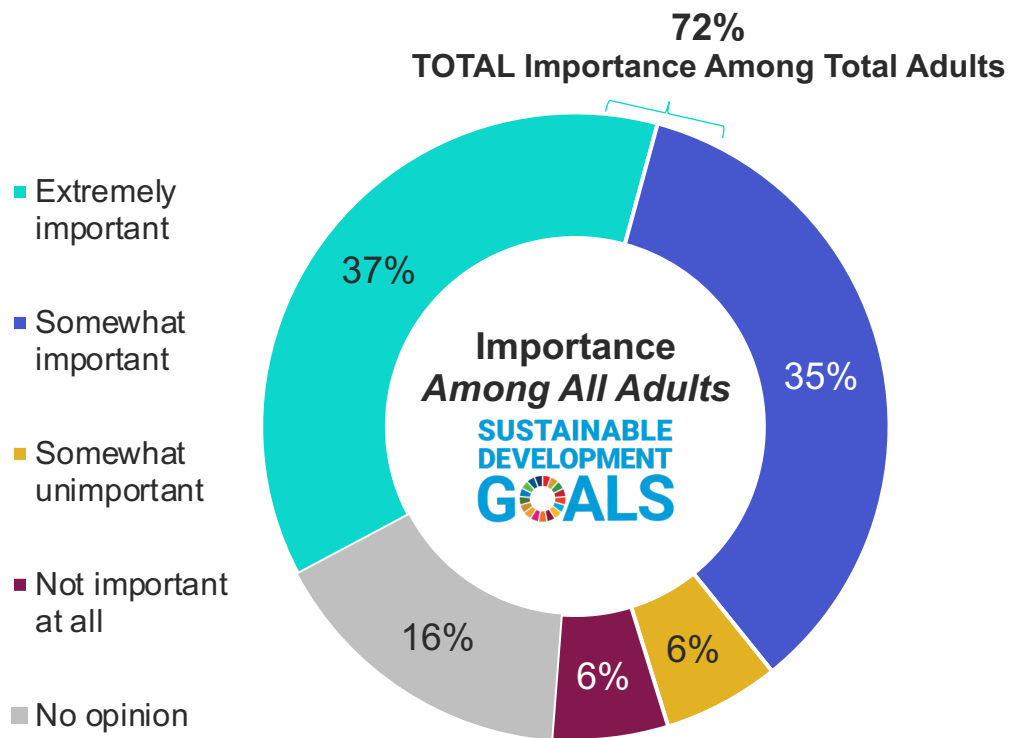
AWARENESS & IMPORTANCE

The Sustainable Development Goals are a collection of 17 interlinked global goals designed to be a blueprint to achieve a better and more sustainable future for all. Are you familiar with the Sustainable Development Goals or 'Global Goals' signed by 193 world leaders at the UN in 2015?



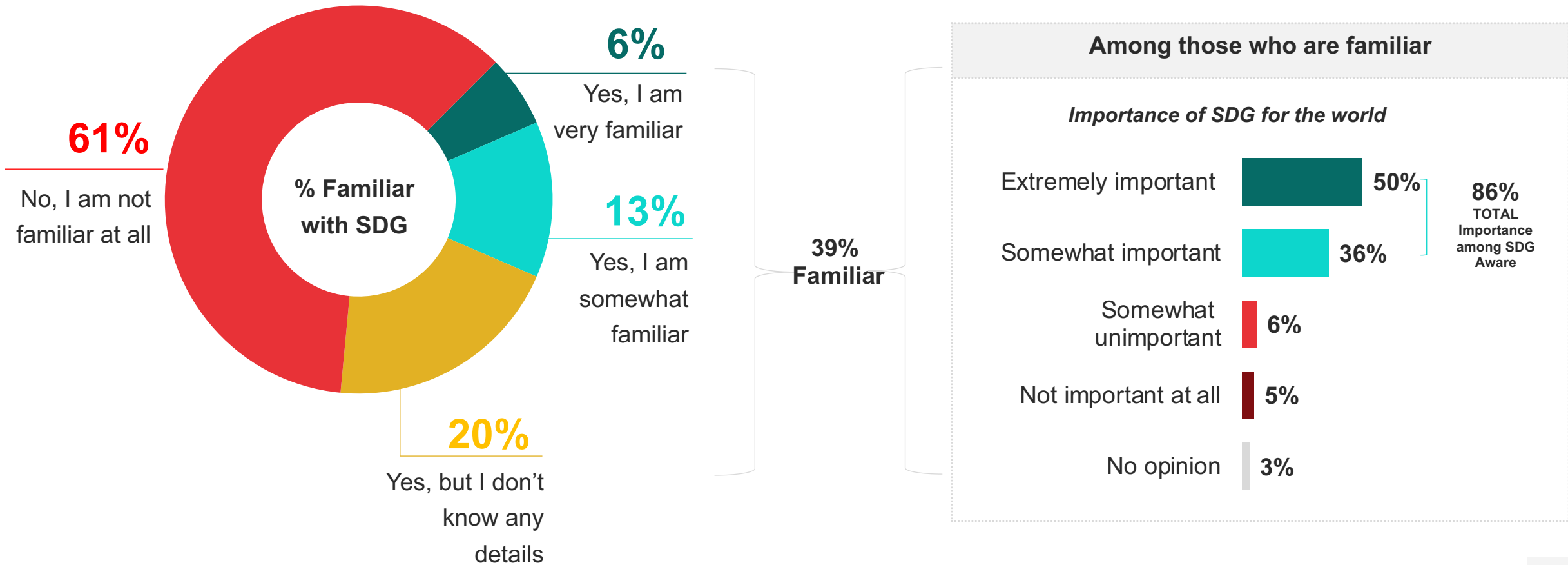
AWARENESS & IMPORTANCE

The Sustainable Development Goals are a collection of 17 interlinked global goals designed to be a blueprint to achieve a better and more sustainable future for all. How important do you think the Sustainable Development Goals are for the world?



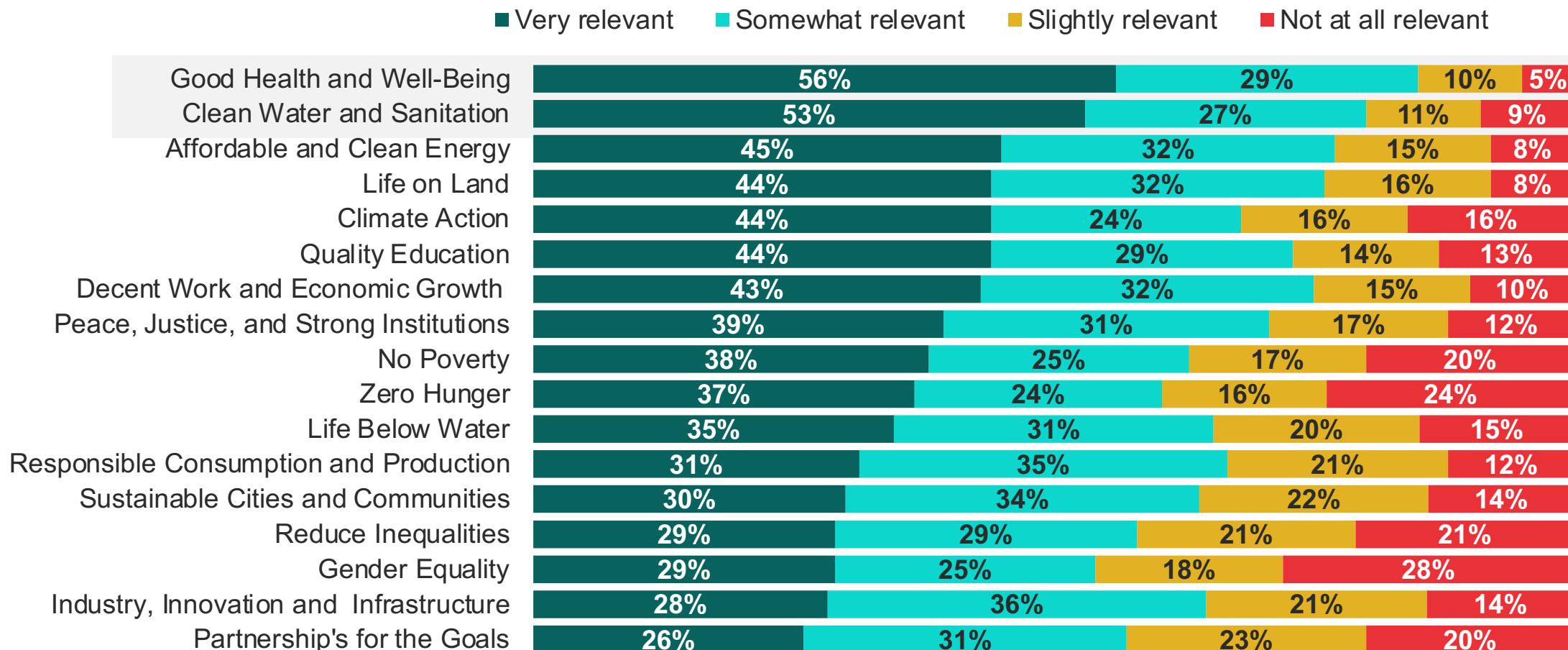
AWARENESS & IMPORTANCE

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AWARENESS & IMPORTANCE

And how personally relevant to you and your family are each of the 17 Sustainable Development Goals?



And how personally relevant to you and your family are each of the 17 Sustainable Development Goals?

% Very/Somewhat Relevant	All Adults	Democrats	Independents	Republicans
<i>Good Health and Well-Being</i>	85%	92%	81%	81%
<i>Clean Water and Sanitation</i>	80%	84%	78%	78%
<i>Affordable and Clean Energy</i>	77%	88%	73%	69%
<i>Life on Land</i>	76%	84%	73%	70%
<i>Decent Work and Economic Growth</i>	75%	81%	73%	69%
<i>Quality Education</i>	73%	78%	71%	68%
<i>Peace, Justice and Strong Institutions</i>	70%	82%	67%	60%
<i>Climate Action</i>	68%	85%	68%	46%
<i>Responsible Consumption and Production</i>	66%	77%	63%	56%
<i>Life Below Water</i>	66%	73%	64%	57%
<i>Industry, Innovation and Infrastructure</i>	64%	72%	62%	58%
<i>Sustainable Cities and Communities</i>	64%	76%	59%	51%
<i>No Poverty</i>	63%	72%	64%	52%
<i>Zero Hunger</i>	61%	69%	59%	50%
<i>Reduced Inequalities</i>	58%	77%	54%	37%
<i>Partnership for the Goals</i>	57%	67%	54%	45%
<i>Gender Equality</i>	54%	71%	55%	33%

AWARENESS & IMPORTANCE

And how personally relevant to you and your family are each of the 17 Sustainable Development Goals?

% Very/Somewhat Relevant	All Adults	White	Hispanic	Black
<i>Good Health and Well-Being</i>	85%	84%	91%	91%
<i>Clean Water and Sanitation</i>	80%	79%	85%	88%
<i>Affordable and Clean Energy</i>	77%	76%	85%	87%
<i>Life on Land</i>	76%	75%	78%	84%
<i>Decent Work and Economic Growth</i>	75%	73%	84%	82%
<i>Quality Education</i>	73%	70%	79%	85%
<i>Peace, Justice and Strong Institutions</i>	70%	68%	79%	88%
<i>Climate Action</i>	68%	65%	75%	81%
<i>Responsible Consumption and Production</i>	66%	65%	73%	74%
<i>Life Below Water</i>	66%	65%	74%	69%
<i>Industry, Innovation and Infrastructure</i>	64%	63%	67%	71%
<i>Sustainable Cities and Communities</i>	64%	60%	71%	80%
<i>No Poverty</i>	63%	60%	71%	81%
<i>Zero Hunger</i>	61%	57%	68%	77%
<i>Reduced Inequalities</i>	58%	53%	70%	83%
<i>Partnership for the Goals</i>	57%	56%	62%	68%
<i>Gender Equality</i>	54%	49%	63%	69%

AWARENESS & IMPORTANCE

And how personally relevant to you and your family are each of the 17 Sustainable Development Goals?

% Very/Somewhat Relevant	All Adults	GenZ	Millennials	GenX	Baby Boomers
<i>Good Health and Well-Being</i>	85%	85%	87%	87%	82%
<i>Clean Water and Sanitation</i>	80%	81%	79%	78%	84%
<i>Affordable and Clean Energy</i>	77%	78%	79%	76%	76%
<i>Life on Land</i>	76%	71%	80%	76%	77%
<i>Decent Work and Economic Growth</i>	75%	79%	83%	77%	67%
<i>Quality Education</i>	73%	82%	79%	73%	65%
<i>Peace, Justice and Strong Institutions</i>	70%	73%	73%	69%	68%
<i>Climate Action</i>	68%	78%	74%	64%	63%
<i>Responsible Consumption and Production</i>	66%	69%	71%	67%	62%
<i>Life Below Water</i>	66%	69%	68%	65%	65%
<i>Industry, Innovation and Infrastructure</i>	64%	61%	72%	64%	61%
<i>Sustainable Cities and Communities</i>	64%	67%	72%	62%	55%
<i>No Poverty</i>	63%	66%	74%	65%	52%
<i>Zero Hunger</i>	61%	63%	69%	61%	52%
<i>Reduced Inequalities</i>	58%	65%	70%	52%	50%
<i>Partnership for the Goals</i>	57%	58%	65%	55%	52%
<i>Gender Equality</i>	54%	67%	67%	46%	46%

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AGENDA

AWARENESS & IMPORTANCE

PRIORITY & URGENCY OF INDIVIDUAL GOALS

IMPACT OF COVID-19 ON PROGRESS

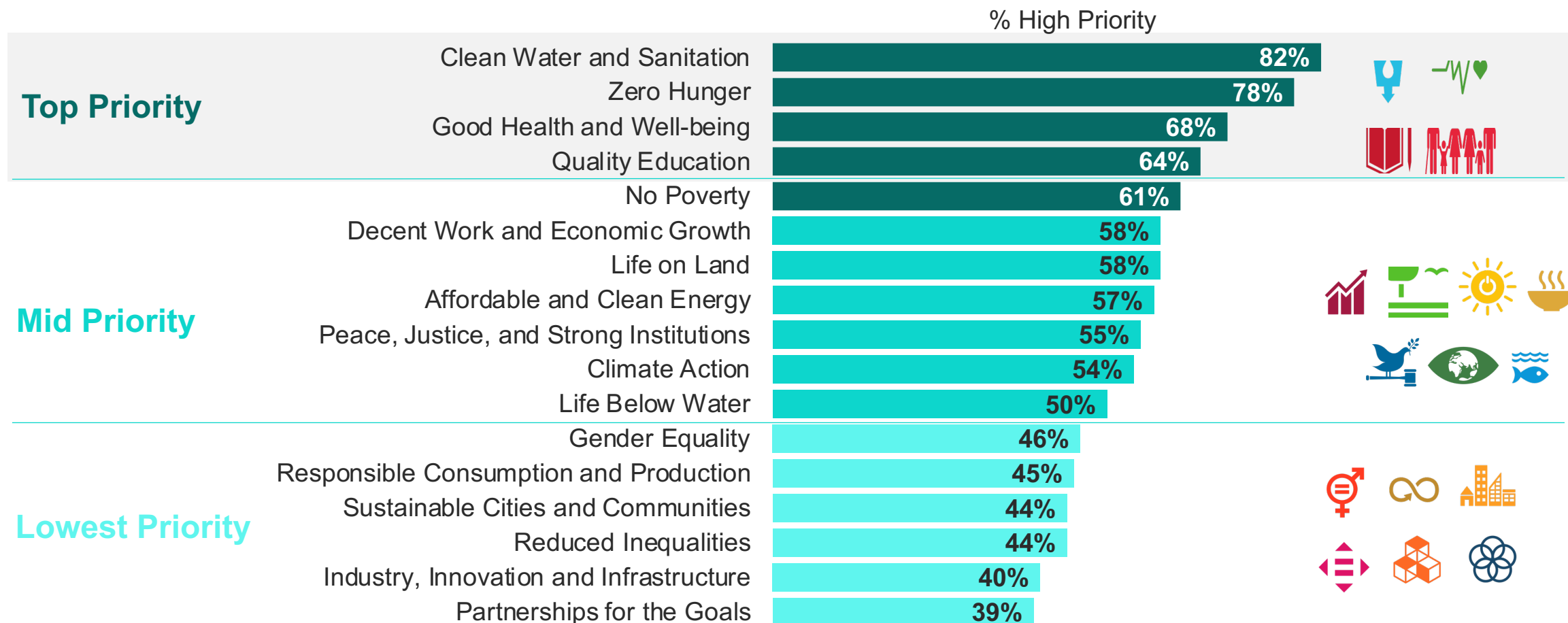
RESPONSIBILITY FOR IMPLEMENTATION

BUSINESS IMPLICATIONS



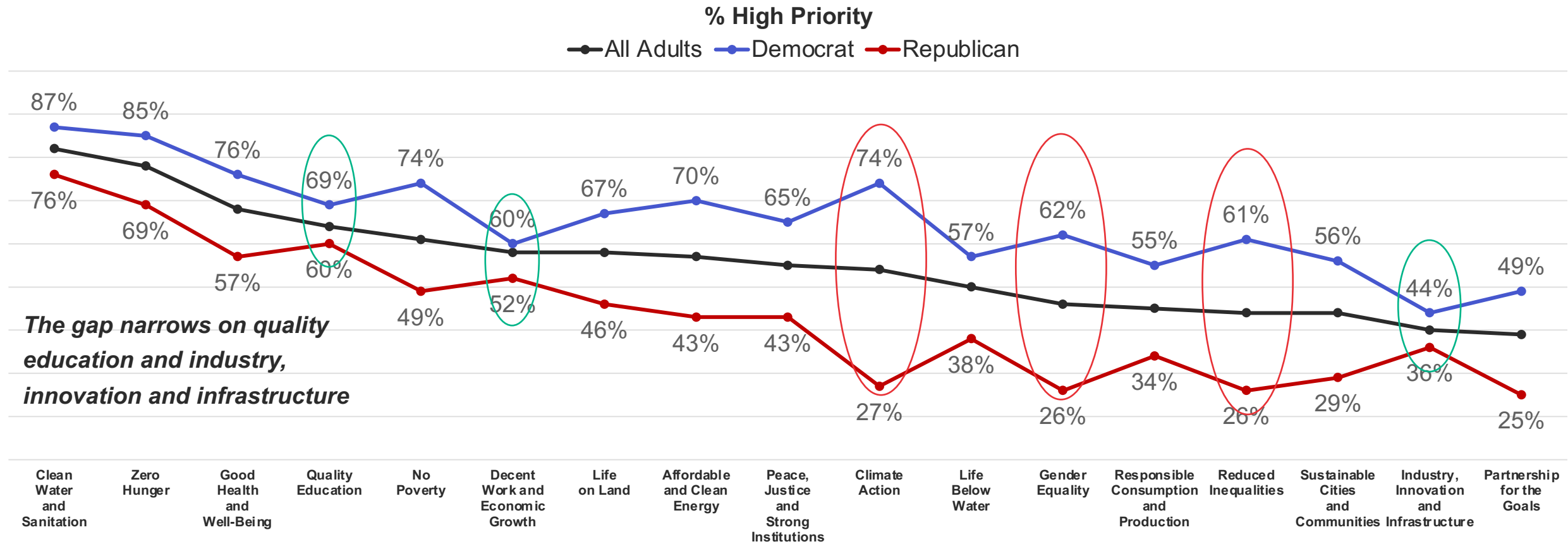
PRIORITY & URGENCY OF INDIVIDUAL GOALS

There are 17 Sustainable Development Goals. Please indicate how much of a priority you believe each of these should be for the world.



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There are 17 Sustainable Development Goals. Please indicate how much of a priority you believe each of these should be for the world.

% High Priority	All Adults	Gen Z	Millennials	Gen X	Baby Boomers
<i>Clean Water and Sanitation</i>	82%	87%	81%	84%	80%
<i>Zero Hunger</i>	78%	82%	75%	80%	78%
<i>Good Health and Well-Being</i>	68%	77%	69%	69%	63%
<i>Quality Education</i>	64%	61%	66%	68%	62%
<i>No Poverty</i>	61%	61%	66%	64%	57%
<i>Decent Work and Economic Growth</i>	58%	62%	62%	60%	52%
<i>Life on Land</i>	58%	68%	61%	56%	53%
<i>Affordable and Clean Energy</i>	57%	60%	60%	57%	56%
<i>Peace, Justice and Strong Institutions</i>	55%	64%	58%	53%	50%
<i>Climate Action</i>	54%	70%	58%	51%	48%
<i>Life Below Water</i>	50%	59%	52%	50%	46%
<i>Gender Equality</i>	46%	58%	51%	42%	41%
<i>Responsible Consumption and Production</i>	45%	53%	49%	42%	41%
<i>Reduced Inequalities</i>	44%	51%	51%	39%	41%
<i>Sustainable Cities and Communities</i>	44%	54%	50%	42%	37%
<i>Industry, Innovation and Infrastructure</i>	40%	34%	43%	41%	39%
<i>Partnership for the Goals</i>	39%	46%	44%	35%	36%

PRIORITY & URGENCY OF INDIVIDUAL GOALS

And which Sustainable Development Goals do you think require the most urgent action?*

Top 5 Goals that Require the Most Urgent Action



62%



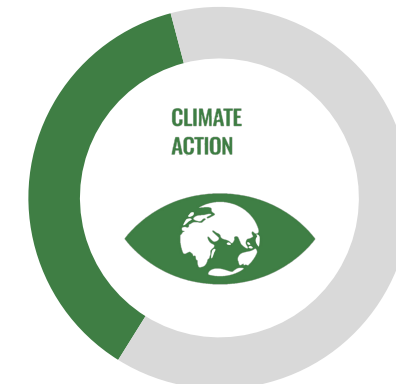
59%



39%



37%



37%

*Answer options under 31% not shown

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PRIORITY & URGENCY OF INDIVIDUAL GOALS

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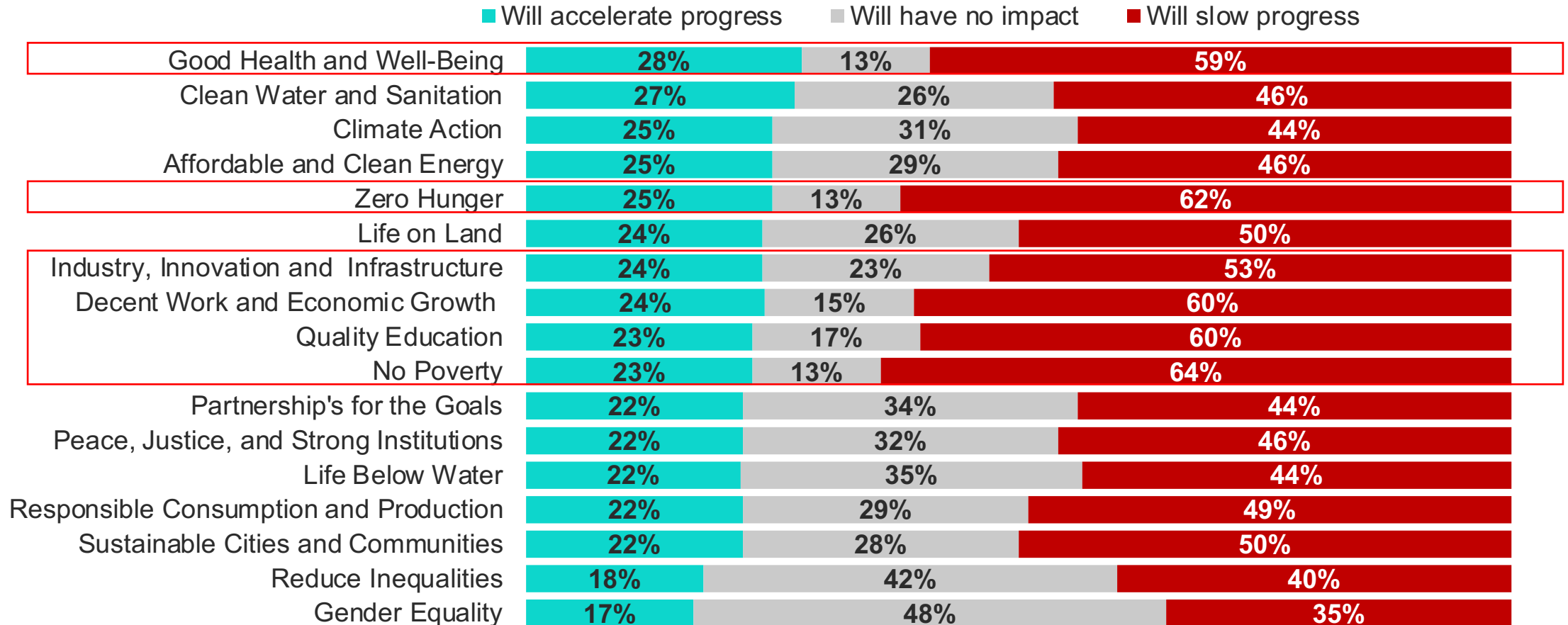
RESPONSIBILITY FOR IMPLEMENTATION

BUSINESS IMPLICATIONS



IMPACT OF COVID-19 ON PROGRESS

In your opinion, how will the COVID-19 pandemic and its economic impacts affect society's progress toward each of the Sustainable Development Goals in the coming years?



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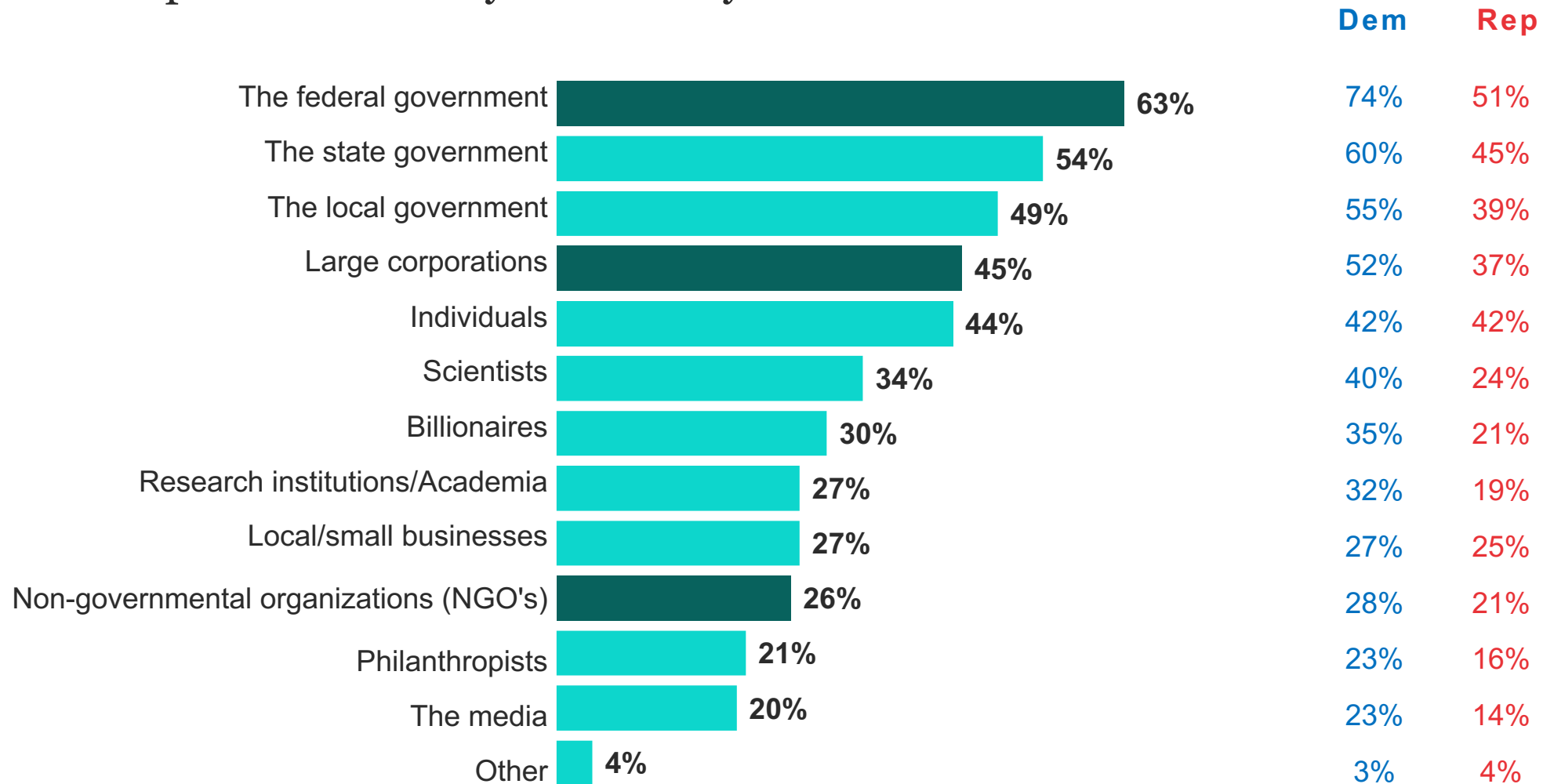
RESPONSIBILITY FOR IMPLEMENTATION

BUSINESS IMPLICATIONS



RESPONSIBILITY FOR IMPLEMENTATION

Who do you think should be responsible for implementing the Sustainable Development Goals in your country?

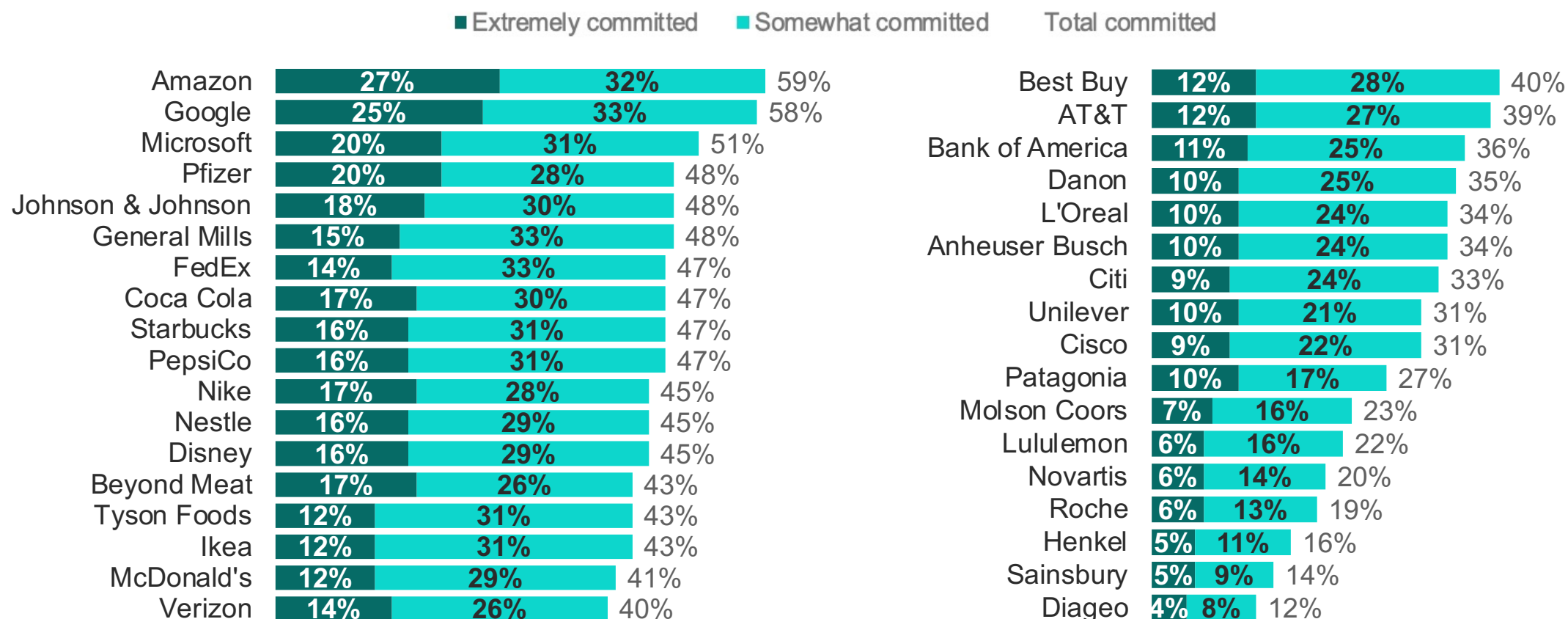


Who do you think should be responsible for implementing the Sustainable Development Goals in your country?

% Selected	All Adults	Gen Z	Millennials	Gen X	Baby Boomers
The federal government	63%	60%	62%	64%	65%
The state government	54%	62%	52%	53%	54%
The local government	49%	54%	48%	49%	46%
Large corporations	45%	43%	38%	46%	50%
Individuals	44%	39%	40%	49%	45%
Scientists	34%	36%	31%	36%	33%
Billionaires	30%	38%	31%	31%	27%
Research institutions/Academia	27%	26%	24%	27%	27%
Local/small businesses	27%	23%	27%	28%	27%
Non-governmental organizations	26%	21%	24%	31%	26%
Philanthropists	21%	14%	19%	23%	23%
The media	20%	36%	26%	17%	13%
Other please specify	4%	3%	4%	5%	4%

RESPONSIBILITY FOR IMPLEMENTATION

In your opinion, how committed do you think each of the following companies are to implementing solutions and creating an impact related to the Sustainable Development Goals?



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RESPONSIBILITY AND COMMITMENT

BUSINESS IMPLICATIONS



BUSINESS IMPLICATIONS

If a company declared a public commitment to implementing Sustainable Development Goals, please indicate how much you agree or disagree with each of the following statements. **I would think that the company...**



CLOSING REMARKS

1

Familiarity with the SDGs is low; however, once Americans are exposed to a definition of SDGs, they consider them to be important.

2

Americans tend to prioritize the SDGs focused on humanitarian needs like eradicating poverty and hunger, good health and well-being, and clean water and sanitation.

3

Americans think the federal government holds responsibility for implementing SDGs, however, all sectors have a role to play including corporations and individuals.

4

Companies that make a public commitment to SDGs are seen as caring about customers and the community, but the intent needs to be genuine, as there is skepticism.



