



Unilever

projectSunlight

HOW CHILDREN INSPIRE SUSTAINABLE LIVING

RESEARCH AMONG PARENTS AND THEIR CHILDREN
IN THE US, UK, INDIA AND INDONESIA

AUGUST 2013

Commissioned by Unilever

White Paper published to coincide with the launch of
Unilever Project Sunlight,
an initiative to encourage more people
to adopt sustainable lifestyles

Prepared by Edelman Berland

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1. INTRODUCTION

Unilever believes it is possible for everyone in the world to live well and live within the natural limits of the planet – what we call sustainable living. We also believe that major companies such as ours need to be part of the solution, not part of the problem.

We know people all over the world want to adopt more sustainable behaviours, but need this to be easy and to fit with the way they live their lives. As a worldwide consumer goods company, we have the means to help ordinary people realise this ambition. We have extensive experience and research into what drives – and what limits – mass behaviour change. From this we know that parenthood creates a profound shift in people’s view of the world and what the changes that are forecast will mean for the lives of their children. And that there are key child-related moments, in particular around the birth of a first child, when people are more open to changes in their behaviours and lifestyle.

These beliefs and insights have led to the launch of Unilever Project Sunlight, a long-term initiative to motivate millions to live sustainably, by inspiring them to create a better future for their children.

In order to help us fully understand the behaviours and attitudes of families towards sustainable living, Unilever commissioned a unique piece of research among parents and their children which is presented in the report that follows. This powerful research shows that children can be not only the motivation but also the trigger to inspiring more adults to change their lifestyles and turn good intentions into positive action.

The study was conducted among over 8,000 people – half with parents and half with one of their children aged 8-12 across four international markets. Unilever adopted a rigorous approach to the research, engaging independent global market research firm Edelman Berland to conduct the study with the collaboration of noted expert in the field of children’s development, Tim Gill – who has kindly submitted a Foreword to this White Paper.

- For more information about Project Sunlight please go to: www.projectsunlight.com.

2. FOREWORD BY TIM GILL



Tim Gill is one of the UK's leading thinkers on childhood and an effective advocate for positive change in children's everyday lives. For over 15 years, his writing, research, consultancy projects and other work has focused on the changing nature of childhood, children's play and free time, and their evolving relationships with the people and places around them.

Tim's book *No Fear: Growing up in a risk averse society* was published in 2007. Tim appears regularly on radio and television. He has given talks and run workshops and seminars with audiences in Europe, North America, Australasia and Japan. He has been widely published in the mainstream, academic and trade media.

<http://rethinkingchildhood.com/about/>

Every parent knows how different the universe looks after the birth of their first child. But as children grow up, they start to forge their own view of the world they live in. The central insight of the Project Sunlight study is that, when thinking about the planet, we need to take our cue from children's unique perspectives.

Children have a natural optimism about the future. They also care about nature, and have an intuitive sense of fairness and justice – and this moral sense is not just a reflection of their parents' values. Their positive, clear-sighted take on the big issues means that they are less paralysed by the obstacles than adults.

Children provide both a catalyst for action and a prism through which we can view our own responses to social and environmental challenges. Children care more about global issues than we think they do. Their concerns – coupled with their stake in the future of the planet – give parents some powerful reasons to take action.

Children and parents understand that when it comes to the environment, small steps can add up to make a big difference. Families are already making simple changes such as recycling and saving water. But they accept that more should be done. We need to make sustainable choices easier for families, and also more playful and fun. This will not only give a boost to action that helps the planet, it will also build a shared understanding of why the environment matters.

The Project Sunlight study shows some intriguing differences across the four nations surveyed. Parents and children in the emerging economies of India and Indonesia are more positive about the future than their American and British peers – and also more concerned about global issues. Perhaps the developed nations are a little more cynical. However, we all have much to learn from seeing the world through the eyes of a child.

I know from my own work that it is only when children get up close and personal with nature - when they get their hands dirty and their feet wet - that they fully appreciate the awe and wonder of the natural world. Parents understand this: they know that by sharing in the wonders of nature, and sharing in their children's learning, they are sowing the seeds of their children's future role as stewards for the environment.

Yet we should not expect children to take on this stewardship role before they are ready. As the study shows, they can feel a heavy burden of responsibility for the planet's problems. We need to make sure they have some time and space to just be children.

It is not our children's job to look after the planet - it is ours. However, it is a job that we will one day pass on to them. We need to show our children we care about their future. The challenge is to harness the power of their optimism, playfulness and sense of justice, so that we can work - and play - together across the generations to make the world a better place.

3. RESEARCH OBJECTIVES AND METHODOLOGY

This White Paper aims to provide a fresh and thought-provoking perspective on sustainable living. It intends to explore the level of children’s optimism for both their own future and that of the environment, to in turn understand how that optimism inspires and influences adults.

The findings are based on an expert-backed research survey of parents and children across four international markets (US, UK, India and Indonesia) and explore transgenerational beliefs and behaviours across sustainability topics.

The objectives for the study were to:

- Investigate and validate the hypothesis that children are a primary motivator of planet-friendly attitudes and behaviours among parents
- Determine the awareness, engagement and hopes of children (8-12 years old) and that of their parents when it comes to health, wellbeing, happiness and a better planet
- Understand the level of optimism among parents and children, how parents and children see their future, and any optimism gap between parents and children
- Understand family attitudes and behaviours (triggers and barriers to change) towards living ‘greener’, healthier lives

The research was conducted on behalf of Unilever by Edelman Berland, an independent global market research and analytics firm, in August 2013. It comprised a quantitative survey of parents and children across four international markets (US, UK, India and Indonesia). Paired parent-child interviews were conducted online among 4,104 children aged 8-12 and 4,104 of their parents, with an equal split between boys/girls and mothers/fathers.

The total sample size per market is as follows:

	Parents	Children	Total
US	1,034	1,034	2,068
UK	1,021	1,021	2,042
India	1,037	1,037	2,074
Indonesia	1,012	1,012	2,024
Total	4,104	4,104	8,208

A detailed breakdown of the sample is provided in the Technical Appendix to this report.

The survey is also supported by noted expert in the field of children’s development, Tim Gill - who has kindly submitted a Foreword to this report.

4. EXECUTIVE SUMMARY

The study presented in this document demonstrates just how powerful an influence children are in encouraging a change towards more sustainable lifestyles among adults. Children are not only the catalyst for adults wanting to adopt 'greener' and healthier lives, but with their natural sunny outlook on the world, they also inspire adults to want to make the world a better place.

Having children inspires adults to want to make a better future

From the moment of their arrival, children are a prime motivation for adults to make major life adjustments. Nine out of ten parents surveyed say that the birth of their first child was a pivotal moment in their lives, making them want to change some aspect of their lifestyle for the better. Naturally a large part of this is a desire to secure a better future for their children. Not only do parents hope that their children will live longer, happier and more fulfilled lives, but they also recognise the importance of protecting the future of the planet for the sake of their children: eight out of ten parents believe that protecting and caring for the environment today will ensure a good quality of life for their children when they become adults themselves.

In addition to this powerful motive, children can also inspire parents into action with their optimism and nine out of ten parents agree that children's natural optimism and enthusiasm inspires them to make the world a better place.

Children's optimism about future possibilities (in spite of knowing about the world's environmental problems) inspires adults to see things differently

That children are optimistic is perhaps unsurprising. What is remarkable, however, is how vibrantly optimistic they remain in spite of knowing and worrying about major global and environmental problems. Seven out of ten children surveyed actually know 'a lot' or 'something' about four or more key global issues and seven out of ten are worried about these topics. Nonetheless, nine out of ten children continue to feel optimistic about their own future and seven out of ten feel optimistic about the future of the environment.

Children's natural optimism makes them better at seeing the possibilities than adults: seven out of ten parents agree that children see the possibilities for a better future, whereas adults are more likely to see the problems. Seeing the world through a child's eyes can help adults see the possibilities over the complexities and barriers and nine out of ten parents agree that children have a way of "helping you to see things differently from the way you normally do".

Parents and children learn from each other with parents being inspired to act on their children's suggestions

Securing a better future for the next generation also requires that the next generation learn to live more sustainably. Parents want to be good role models and accept the responsibility of teaching their children good values and good 'green' behaviours, as such eight out of ten parents believe it is important to set a good example for children on living in a 'greener' way. But the younger generation can also teach the older generation: the ideas about nature and the environment that they bring home from the classroom can have a profound influence on parents' and family behaviour, with six out of ten parents saying that they have started to live in a 'greener' way at home at the suggestion of their children.

Families already understand that many small 'green' actions make a difference, though there is scope for more

Many families report already taking some action towards living more sustainably, such as saving water/energy, or recycling packaging. Naturally, there are obstacles to overcome and parents also accept that they could do more: only one in five parents gives themselves top marks for doing a great deal to live in a 'greener' way, providing many reasons for not doing more (such as being time poor, lacking information, lacking access to recycling facilities, not being able to afford it, and feeling a certain lack of control over big global problems). Parents and children would, however, like to do more: three quarters of parents agree that activities that help protect the environment are a fun way to spend time with their children, and almost eight out of ten children would like to do more 'green' activities if it meant they could spend more time with their parents.

Children inspire adults to live not only 'greener' but also healthier lives

Children not only have the potential to inspire their parents to live 'greener' lives, but they can also motivate them to live healthier lives, directly or indirectly. Six out of ten parents say their children have asked them to change to a healthier way of living (such as taking more exercise). This is not just for the parents' own personal benefit, but also for the benefit of the children - both to live longer for them and to teach them good healthy habits for their own good. In fact, nine out of ten parents see teaching good hygiene as an important parental duty.

Children cannot change the world on their own but they can inspire us to take (more) small actions today

Parents and children alike agree that small actions, taken together, can make a big difference: nine out of ten parents and eight out of ten children agree that if everyone does small things to improve the environment, "together we can make the world a better place". Parents recognise that achieving significant steps towards global sustainable living requires everyone to contribute and eight out of ten agree that there will only be real progress if "people like me take more action". Children are also keen to play their part with eight out of ten saying they would do more to protect and care for the environment... provided it is fun!

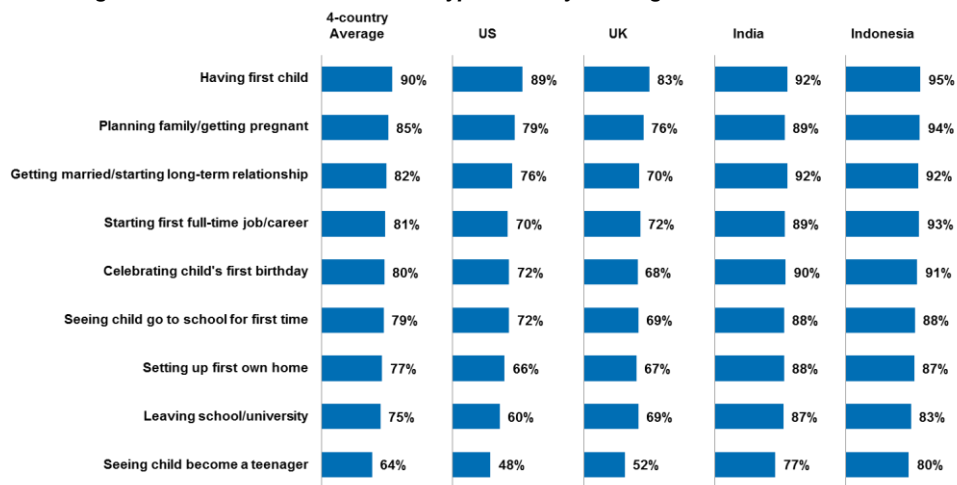
5. DETAILED FINDINGS

6.1 Having children inspires adults to want to make a better future

Without a doubt, having children is one of the most significant life-changing events – the start of a new family representing a future of new possibilities and of necessary life adjustments.

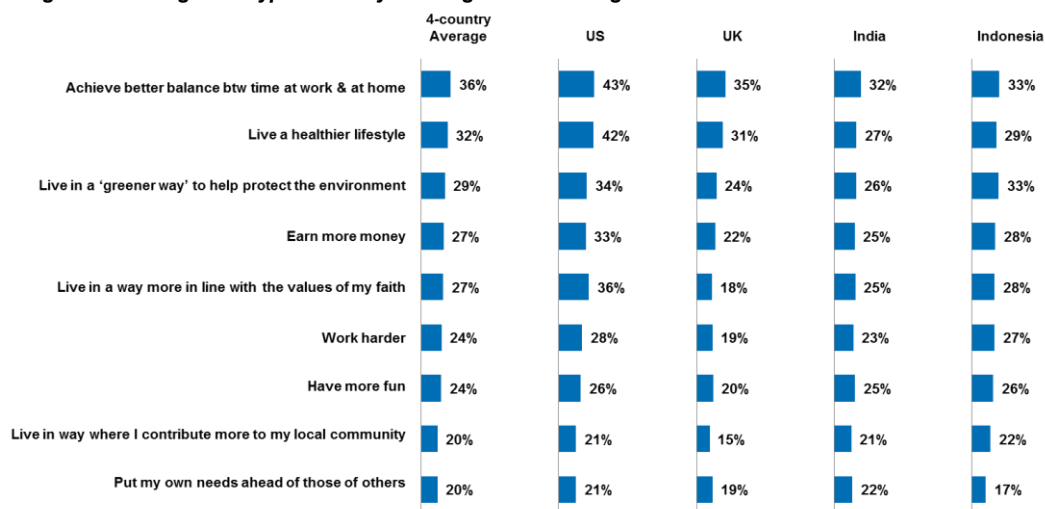
The parents of children aged 8-12 surveyed in this study were asked to look back and compare key moments in their lives: the arrival of their first-born is the one that prompts the greatest desire for change, with nine out of ten parents saying they wanted to change at least one aspect of their lives when they had their first child. This influence is seen in all countries, but is especially marked in western markets (US and UK).

Figure 6.1.1 Lifestyle aspects changed by key life events (Parents)
Percentage associating each life event with at least one type of lifestyle change



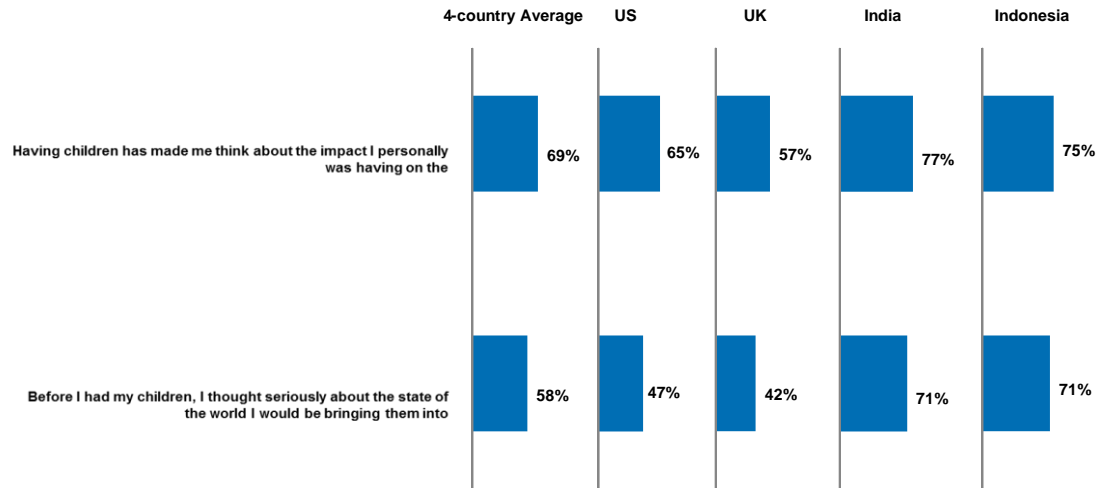
The particular aspects of their lives that parents felt motivated to re-evaluate when their first baby arrived include achieving a better work-life balance and living a healthier lifestyle. Interestingly, however, one in three parents also felt a desire to live in a 'greener way' to help protect the environment.

Figure 6.1.2 Aspects of lifestyle changed by having first child (Parents)
Percentage associating each type of lifestyle change with "Having a first child"



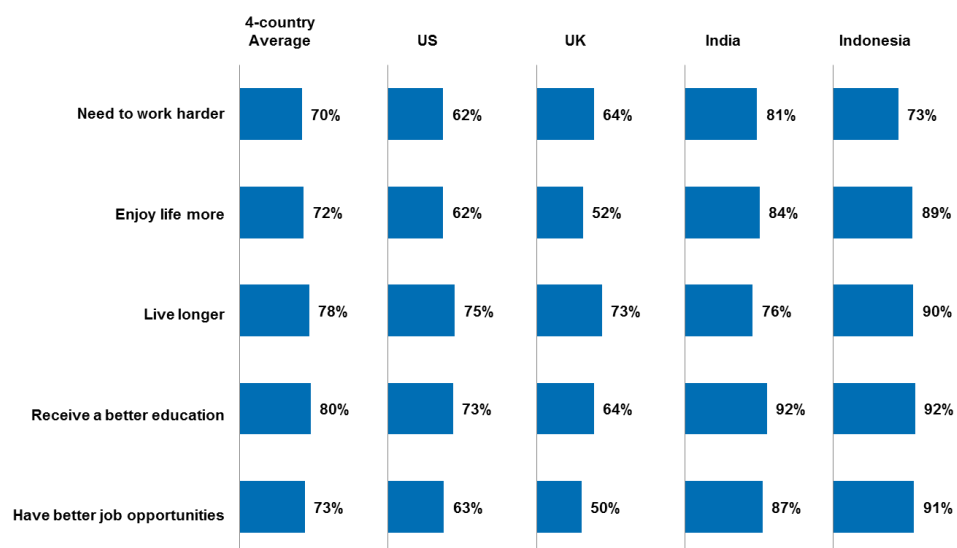
Furthermore seven out of ten parents say that having children made them think about the impact they were having on the environment, and six out of ten say that they thought seriously about the state of the world before having their children.

Figure 6.1.3 Attitudes towards the impact of having children (Parents)
Percentage agreeing strongly/slightly with each statement



At the heart of the motivation parents feel for making positive changes to their lifestyle is the desire to secure a better future for their children. Most parents (between seven and eight out of ten on average) believe that, compared with themselves, their children will live longer, have a better education and better job prospects, and will enjoy life more, even if they will have to work harder to reap the rewards of the greater benefits ahead.

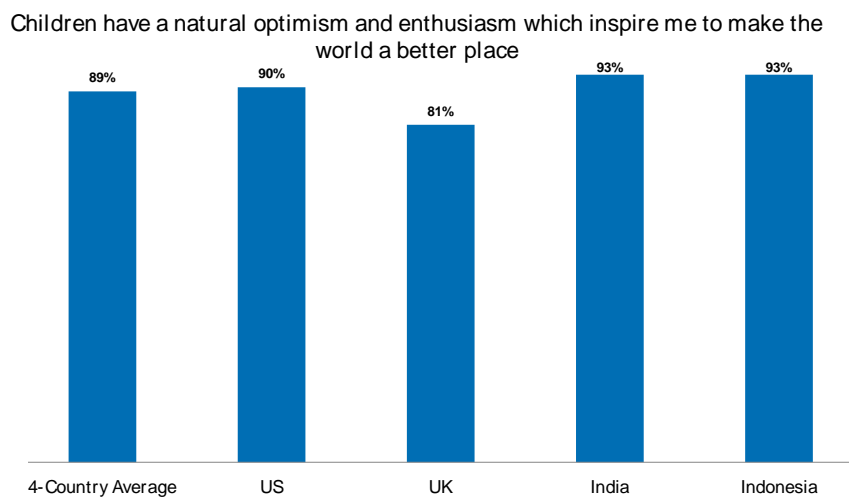
Figure 6.1.4 Parents' aspirations for their children's future
Percentage selecting each statement



Again the eastern markets are the more positive, with far stronger expectations among Indian and Indonesian parents, than among US or UK parents, that their children’s lives will be better than their own, particularly in relation to job opportunities, education and enjoying life. This is no doubt an optimism for the future founded on rapidly improving economic and social outlooks in these societies.

However, not only are children the trigger to parents adopting a more sustainable way of living but also their bright, sunny perspective on life acts as an inspiration, and nine out of ten parents agree that children’s natural optimism and enthusiasm inspires them to make the world a better place.

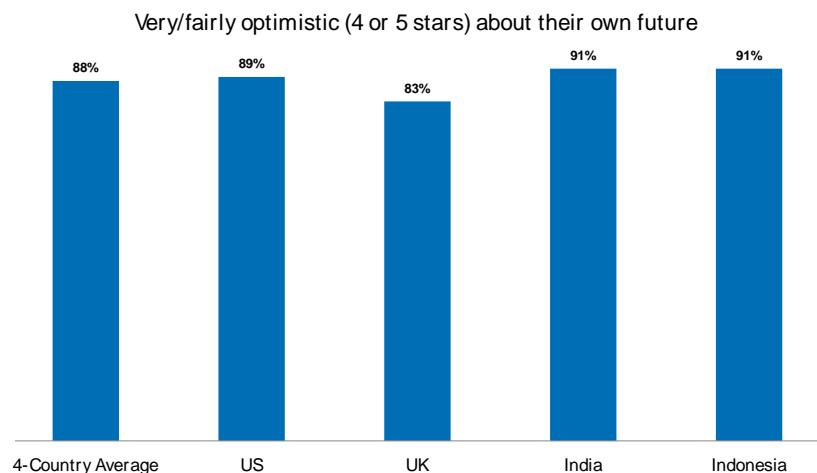
Figure 6.1.5 Parents’ feelings about the inspiration of children
Percentage agreeing strongly/slightly with this statement



6.2 Children's optimism about future possibilities (in spite of knowing about the world's environmental problems) inspires adults to see things differently

It is perhaps unsurprising that children are optimistic: indeed across the four markets in this study, nine out of ten children say they feel optimistic about their own future.

Figure 6.2.1 Children's optimism for their future
Percentage selecting very/fairly optimistic

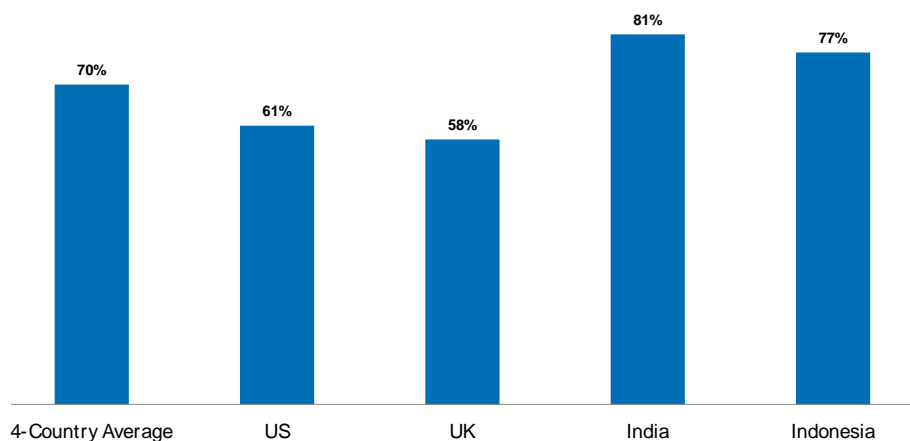


In the eastern markets, India and Indonesia, children are more positive with stronger levels of optimism displayed here than among the western markets, US and UK.

However, the optimism of children is perhaps all the more inspiring given that it is not simply naivety or blissful ignorance. The children questioned in this study are well informed and in many cases very concerned about the major problems facing the world today. When asked about a range of global problems, they claim to know almost as much as their parents on the same topics. This is something of a surprise to their parents, with seven out of ten parents saying they are surprised by how much their children know and care about the environment.

Figure 6.2.2 Parents' perceptions of their children's concern for the environment
Percentage agreeing strongly/slightly with the statement

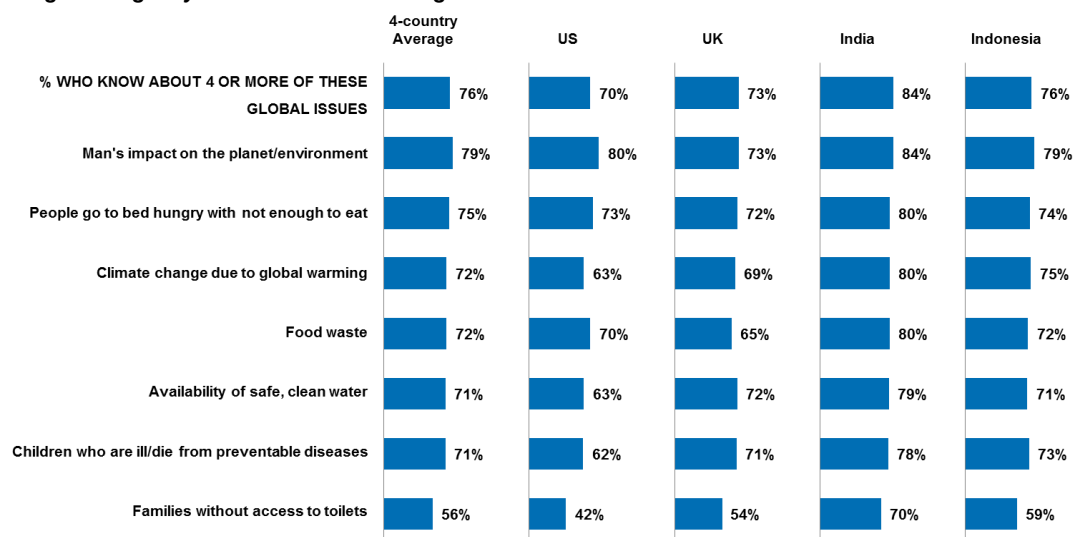
I am surprised by how much my children know and care about the environment



Children’s knowledge about major global issues is significant both in terms of breadth and depth. While most children have at least heard of most of the seven different topics asked about, the majority (seven out of ten) actually know ‘a lot’ or ‘something’ about four or more of the issues.

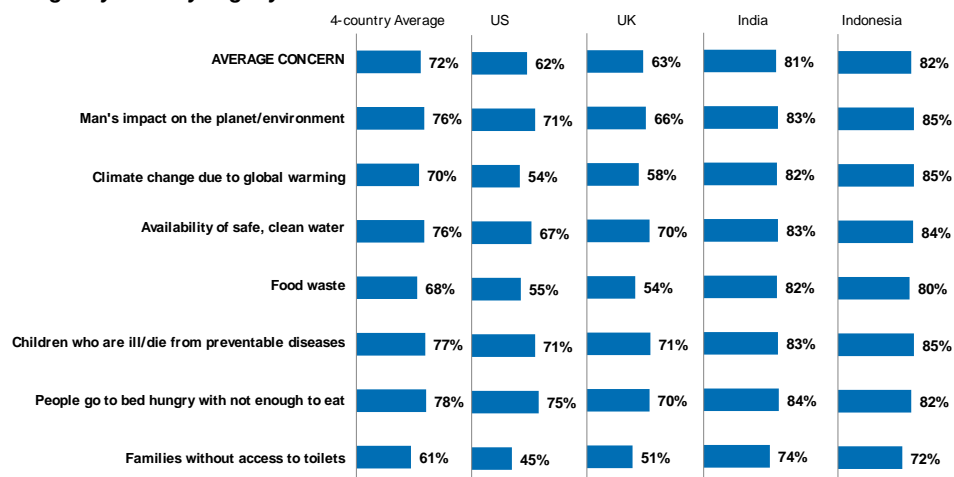
- The areas with which they are most familiar include man’s impact on the planet, world hunger and climate change
- The issue that is slightly less salient is the lack of access to toilets around the world (lowest awareness in the US 42% and UK 54%)

Figure 6.2.3 Children’s knowledge of global issues
Percentage stating they know a lot or something about each issue



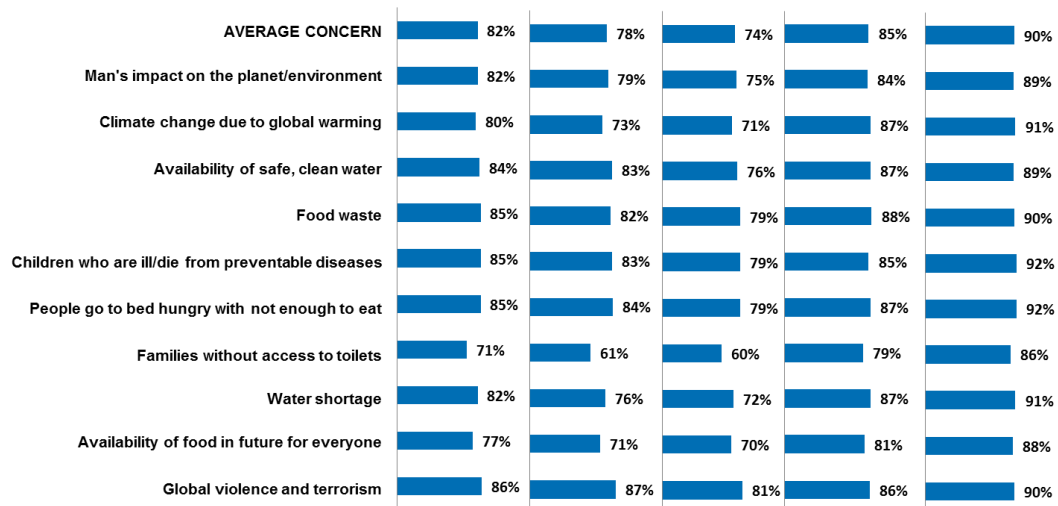
Children also worry about the world’s major problems. Overall, seven out of ten children are worried about four or more of the seven topics asked about (US 66%, UK 66%, India 88%, Indonesia 87%) and are only slightly less concerned about the issues than their parents. The issues that concern them most are world hunger (78%), children dying from preventable diseases (77%) and man’s impact on the planet (76%).

Figure 6.2.4 Children’s concern for global issues
Percentage stating they are very/slightly worried about each issue



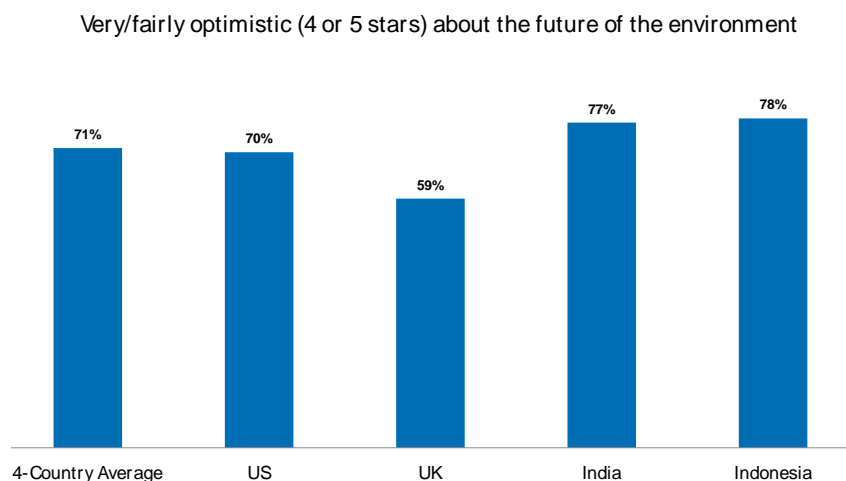
Indian and Indonesian children are slightly more knowledgeable and worried about all of these key topics than their British or American peers, possibly as a result of the greater visibility of the impacts of these problems in their countries.

Figure 6.2.5 Parents' concern for global issues
Percentage stating they are very/slightly concerned about each issue



Despite this rather 'grown-up' degree of knowledge and concern about world environmental problems, children still think the environment has a chance and seven out of ten feel optimistic about the future of the environment.

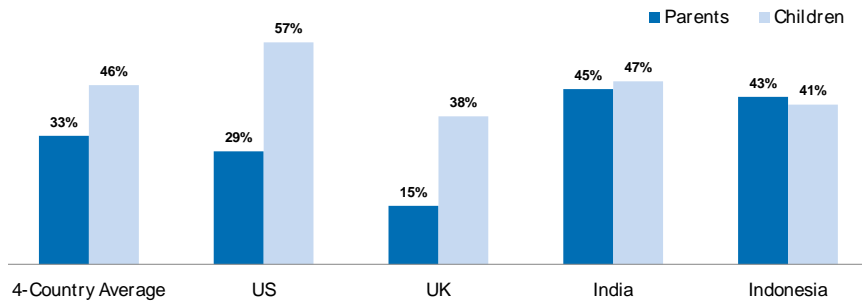
Figure 6.2.6 Children's optimism for the future of the environment
Percentage stating they are very/slightly optimistic



The strength of children's optimism is further underlined by comparing their perspective with that of their parents. In the western markets, a discernible 'optimism gap' exists between generations: British and American children are twice as likely as their parents to feel very optimistic about the future; in contrast, in the emerging markets (India/Indonesia), parents and children share this optimism for the future equally - it is a future of possibilities driven by upward economic, social and technological change.

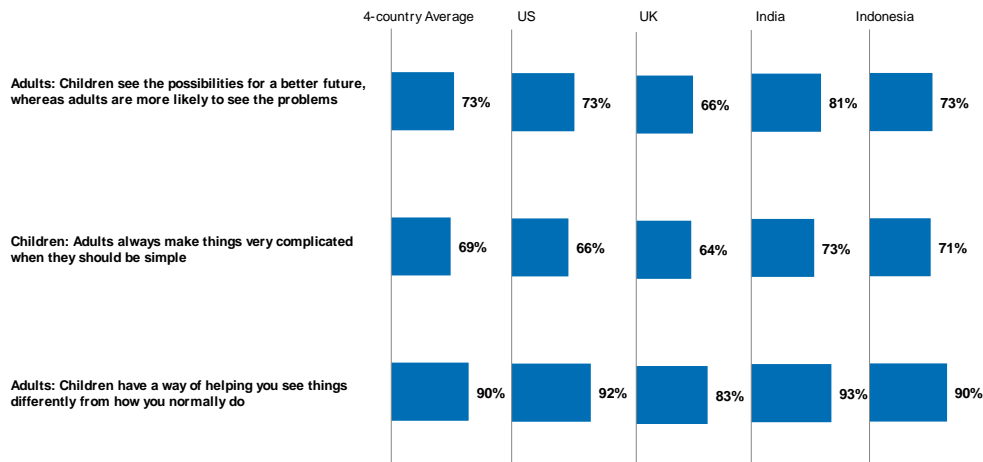
Figure 6.2.7 Parents and children's optimism for the future
Percentage stating they are very/slightly optimistic

Very optimistic (5 stars) about their child's/own future



The reason why children remain so positive is no doubt due to their innate ability to see the possibilities: seven out of ten parents think that children see the possibilities for a better future, instead of just the problems. Their children agree: in fact nine out of ten children say that adults make things complicated when they should be simple. Seeing the world through a child's eyes can help adults look at things from a different perspective: to see the possibilities over the complexities and barriers and nine out of ten parents agree that children have a way of "helping you to see things differently from the way you normally do".

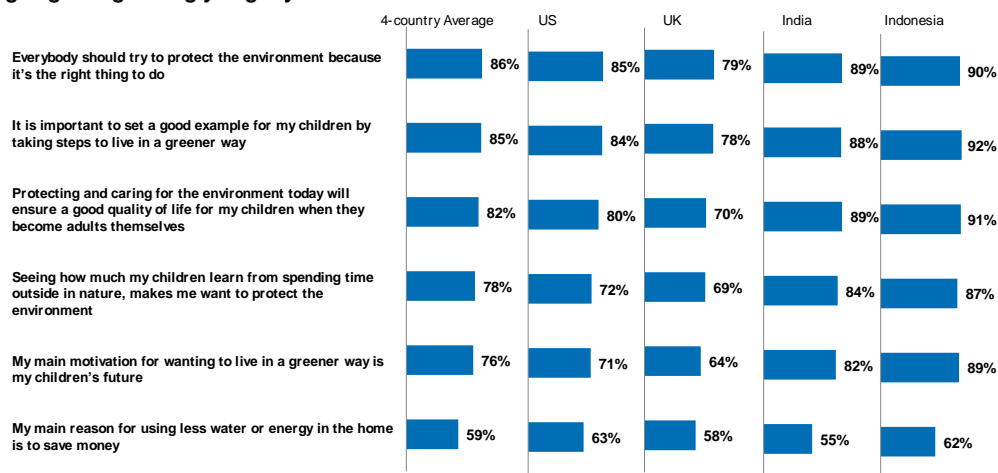
Figure 6.2.8 Parents' and children's perspectives on each other
Percentage agreeing strongly/slightly with each statement



6.3 Parents and children learn from each other with parents being inspired to act on their children's suggestions

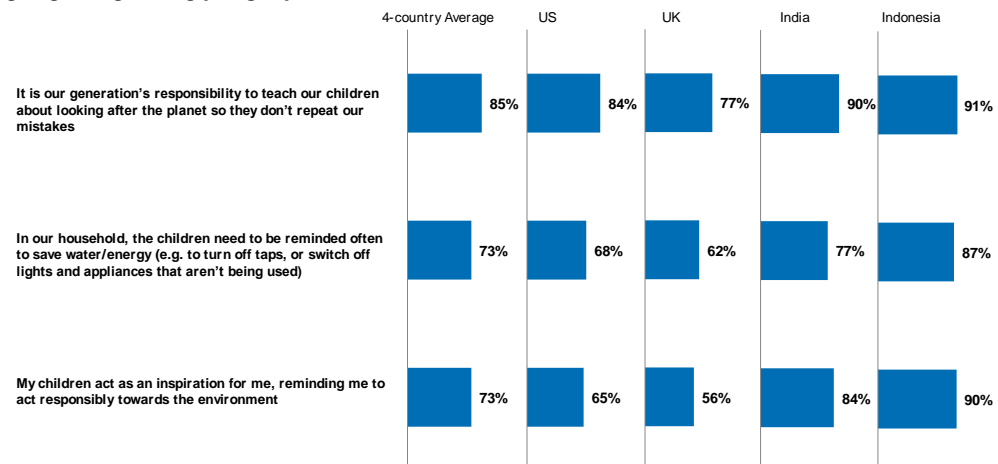
While there is a general acceptance that protecting the environment is the right thing for everyone to do, most parents also understand that taking steps to live in a 'greener way' directly benefits their children, both now and in the future. Seven out of ten say that seeing how much their children learn from being outside in nature makes them want to protect the environment; seven out of ten say their main motivation for living 'greener' lives is their children's future; eight out of ten say they believe that protecting the environment today will ensure a good quality of life for their children when they become adults. There are other inducements, however, and many parents feel that they can save money by saving water or energy in their home.

Figure 6.3.1 Parents: Triggers to behaviour change
Percentage agreeing strongly/slightly with each statement



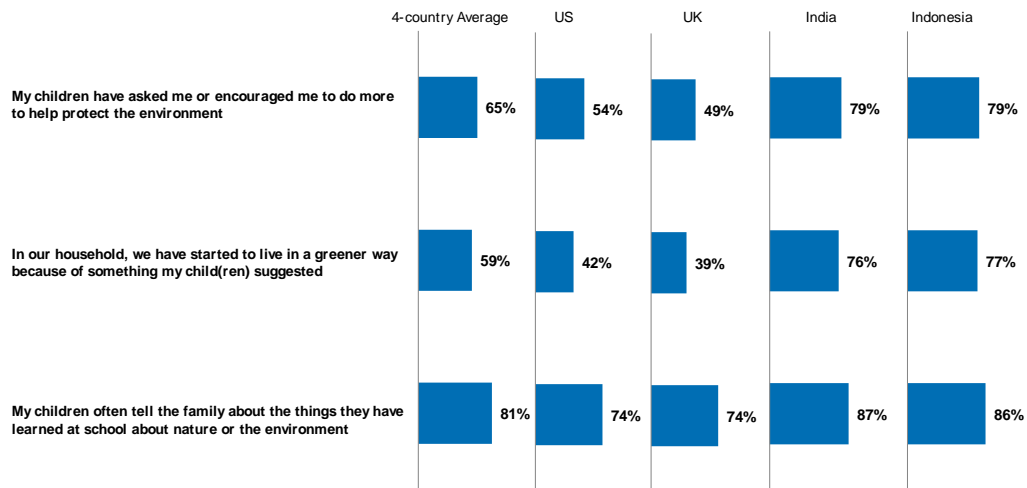
Additionally, being a good parental role model is a strong motivation and eight out of ten parents believe it is important to instil good values and 'green' behaviours in their children by setting a good example and giving constant reminders. Moreover, the future of the environment depends on children learning good habits and eight out of ten parents say that teaching children about protecting the planet is important so that the mistakes of the past are not repeated.

Figure 6.3.2 Parents: Transgenerational Learning
Percentage agreeing strongly/slightly with each statement



Children also provide a more direct trigger to changing behaviour. While good habits and good values naturally pass downward from parent to child, the younger generation can also teach the older one a thing or two. Six out of ten parents say that their children have asked them to do more to protect the environment and six out of ten say their families have started to live in a 'greener way' because of something their children suggested. Children bring the things they have learned from school back home and influence positive changes among the whole family.

Figure 6.3.3 Parents: Transgenerational learning (continued)
Percentage agreeing strongly/slightly with each statement



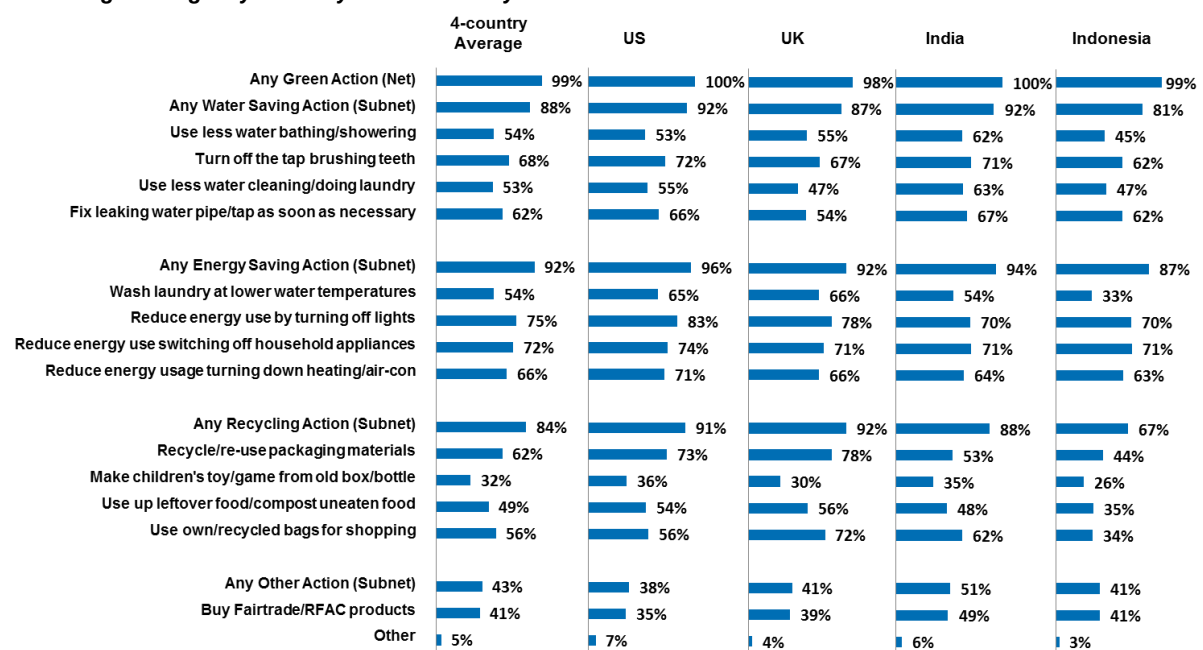
6.4 Families already understand that many small ‘green’ actions make a difference, although there is scope for more

Many families across all four markets already claim to be doing something to live in a ‘greener way’ and help protect the environment. The most common actions involve recycling and saving energy or water, such as:

- Switching off lights (three quarters of both parents and children claim to do this)
- Switching off appliances (7 out of 10 parents and 8 out 10 children)
- Turning off the tap while brushing teeth (7 out of 10 parents and children)
- Recycling packaging (6 out of 10 parents and children)

Both parents and children were asked to say what ‘green actions’ happened in their homes and interestingly the claims of both generations were consistent and comparable. The full list of ‘green actions’ that parents claim to be taking is provided in the Figure below.

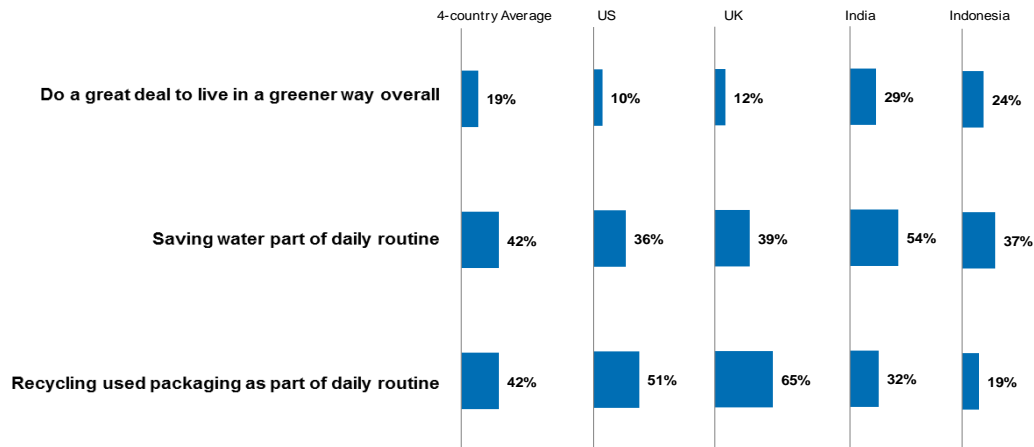
Figure 6.4.1 Parents: Green actions taken
Percentage stating they currently do each activity in their household



- Taking steps to save water currently happens in seven out of ten households, although this is only part of the daily routine in just over a third of homes overall. Interestingly, however, over half of Indian homes claim to carry out water-saving measures on a daily basis.
- Conversely, recycling used packaging is far more common in western households than in eastern households. Over half (51%) of US parents and two thirds (65%) of UK parents say they recycle on a daily basis, compared with a third (32%) of Indian parents and a fifth (19%) of Indonesian parents. The lack of infrastructure enabling recycling is a key factor here. In fact 60% of parents in India and 57% in Indonesia say they do not have easy access to recycling facilities where they live.

Naturally there are barriers to overcome in encouraging people to do more, and more often. Parents accept that there is still a little room for improvement: on average only one in five parents say they do a great deal in their household to live in a 'greener way' overall (although they give themselves more credit for taking action to recycle and conserve water).

Figure 6.4.2 Parents: Self-assessment for greener living
Percentage selecting each statement



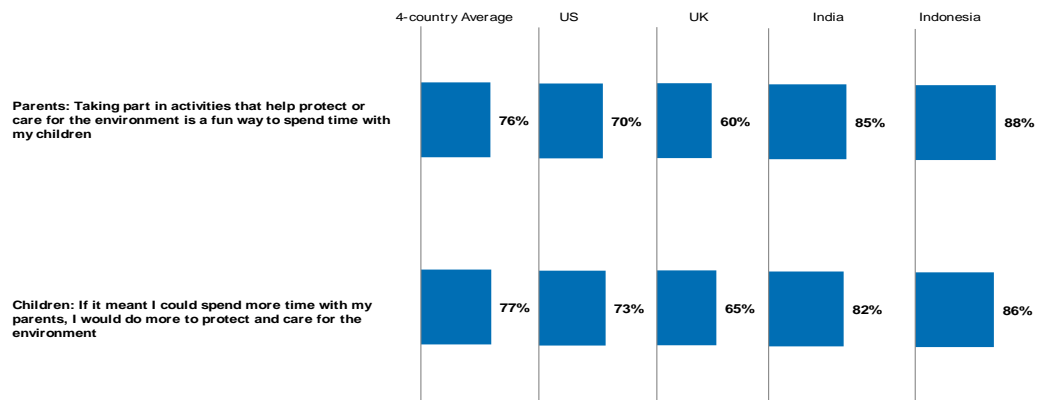
People give a variety of reasons for not doing more to live in a 'greener way'. Firstly, there are practicalities such as:

- **being time poor** (US 17%, UK, 19%, India 40%, Indonesia 36%)
- **not having enough information** (US 22%, UK, 24%, India 46%, Indonesia 45%)
- **not being able to afford to** (US 31%, UK, 31%, India 42%, Indonesia 38%)

There is also a slight sense of scepticism that the things people do by themselves make no real difference (US 23%, UK, 32%, India 44%, Indonesia 42%) and a natural desire to provide for and protect one's own in the short term, ahead of protecting the environment in the future (US 43%, UK, 49%, India 59%, Indonesia 50%).

These barriers are not insurmountable however: the reasons given by people for their not doing more are far outweighed by the motivations for taking positive steps towards living in a 'greener way'. But while practical barriers can be removed to make it easy for people to live sustainably, a more critical inducement will be to make it **more fun**. Parents and children would indeed like to do more, especially together: three quarters of parents agree that activities that help protect the environment are a fun way to spend time with their children, and almost eight out of ten children would like to do more 'green' activities if it meant they could spend more time with their parents.

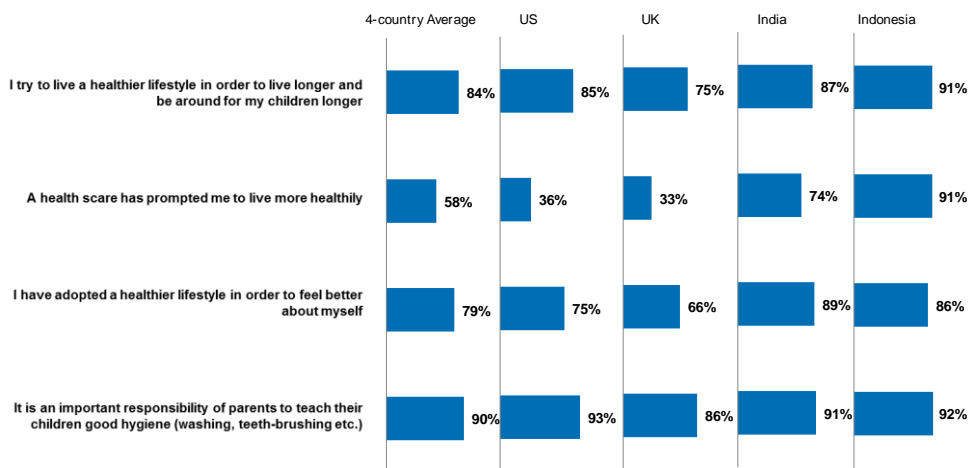
Figure 6.4.3 Parents and children: Attitudes towards the environment
Percentage agreeing strongly/slightly with each statement



6.5 Children inspire adults to live not only ‘greener’ but also healthier lives

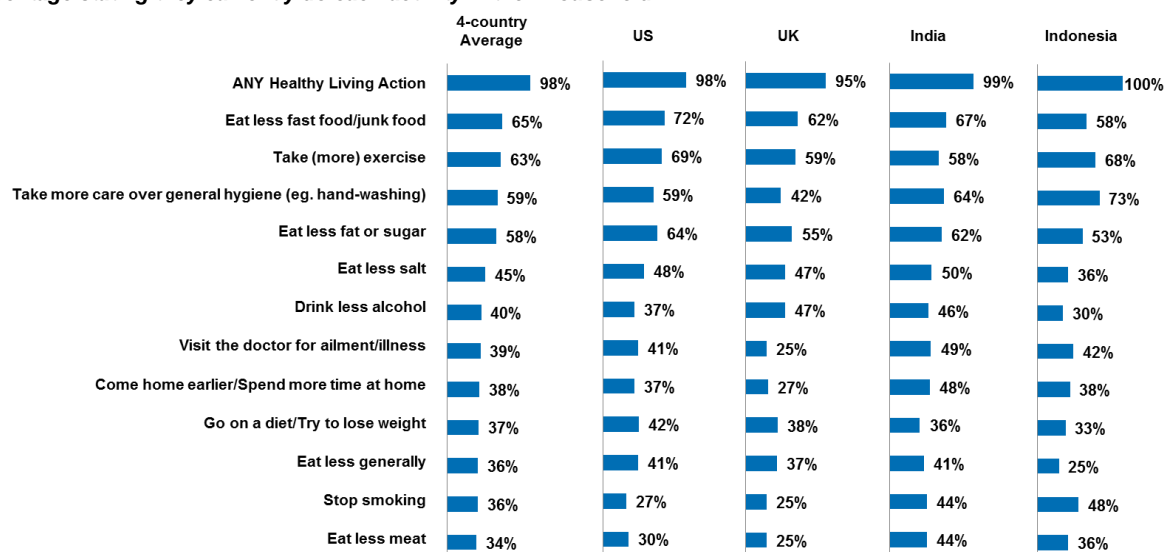
Children not only have the potential to inspire their parents to live ‘greener’ lives, but they can also motivate them to live healthier lives – whether directly or indirectly. This is not just for the parents’ own personal benefit (to feel better), but also for the benefit of the children (to live longer for the children and to teach them good habits for their own good). In fact, nine out of ten parents see teaching good hygiene as an important parental duty and eight out of ten try to adopt healthy lifestyles in order to be around for their children longer.

Figure 6.5.1 Parents: Attitudes towards healthy living
Percentage agreeing strongly/slightly with each statement



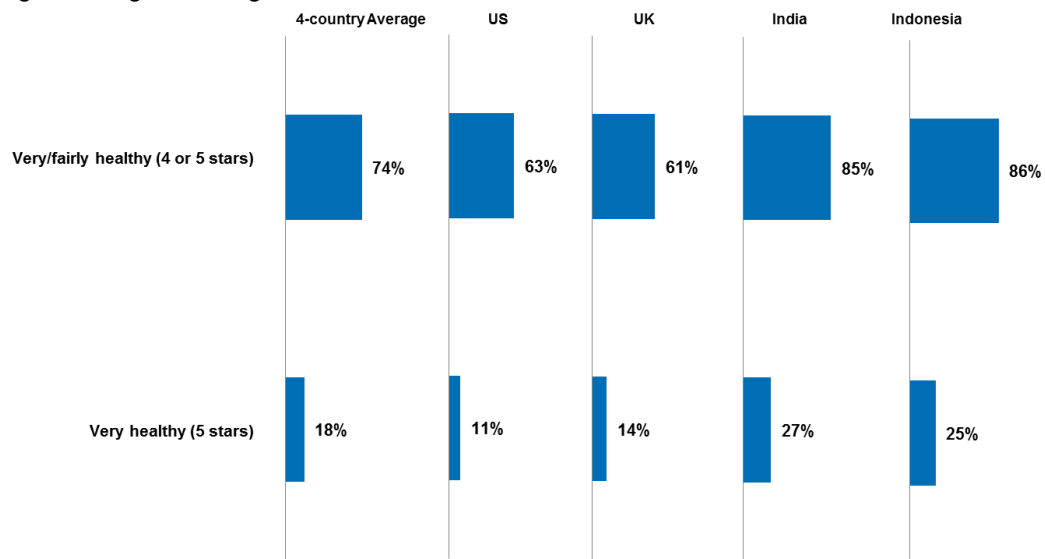
The steps parents say they have tried to take include eating a healthier diet (less junk food, fat or sugar), taking more exercise and taking more care over general hygiene.

Figure 6.5.2 Parents: Healthy Living Actions Taken
Percentage stating they currently do each activity in their household



However, parents also accept that they could do more. While six out of ten say they live at least a fairly healthy lifestyle, only a fifth give themselves top marks for being very healthy.

Figure 6.5.3 Parents: Self-assessment for healthy living
Percentage selecting each rating level

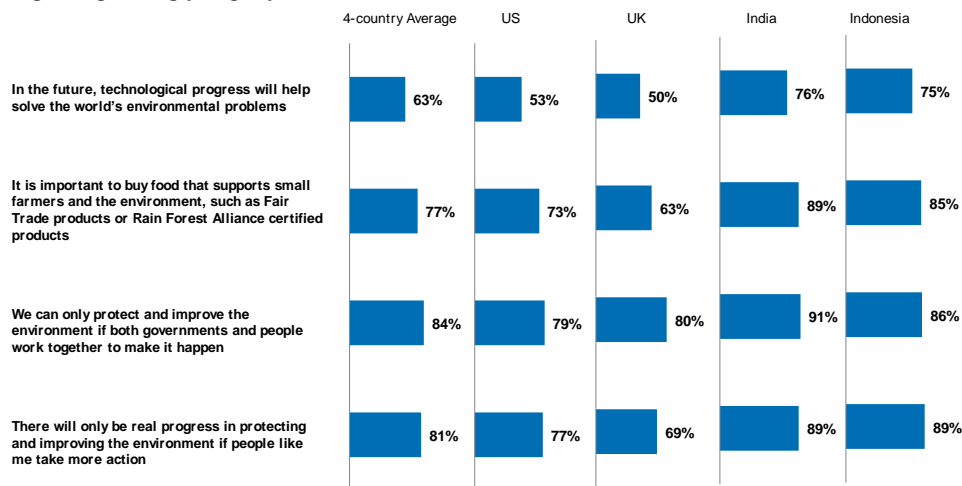


Additionally, their children also provide a certain amount of direct encouragement, with six out of ten parents saying their children have recently asked them to change to a healthier way of living (such as taking more exercise) – (65% on average, US 49%, UK 46%, India 80%, Indonesia 84%).

6.6 Children cannot change the world on their own but they can inspire us to take (more) small actions today

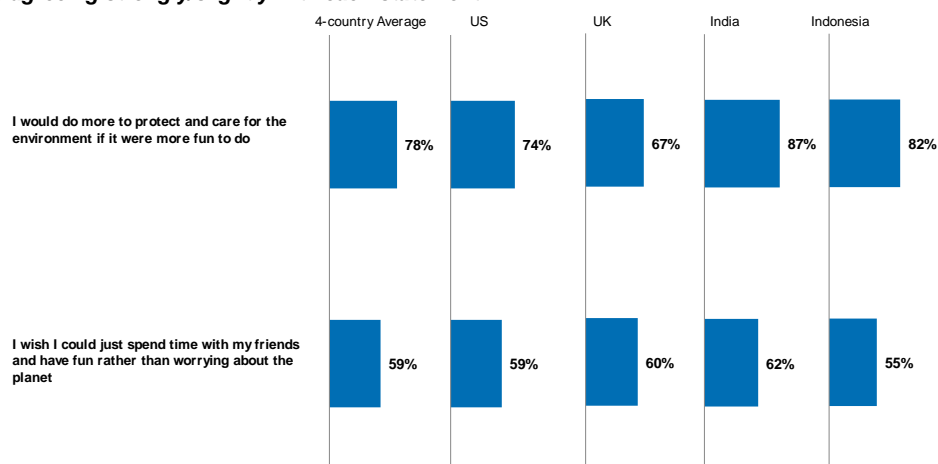
In spite of the day-to-day excuses for not doing more, parents recognise that significant strides towards improving the environment will only be made if everyone plays their part. While future technological solutions will help (six out of ten parents agree on this), these cannot be relied on, and eight out of ten believe that governments and people need to work together and eight out of ten agree that there will only be real progress if “people like me take more action”.

Figure 6.6.1 Parents: Attitudes towards the environment
Percentage agreeing strongly/slightly with each statement



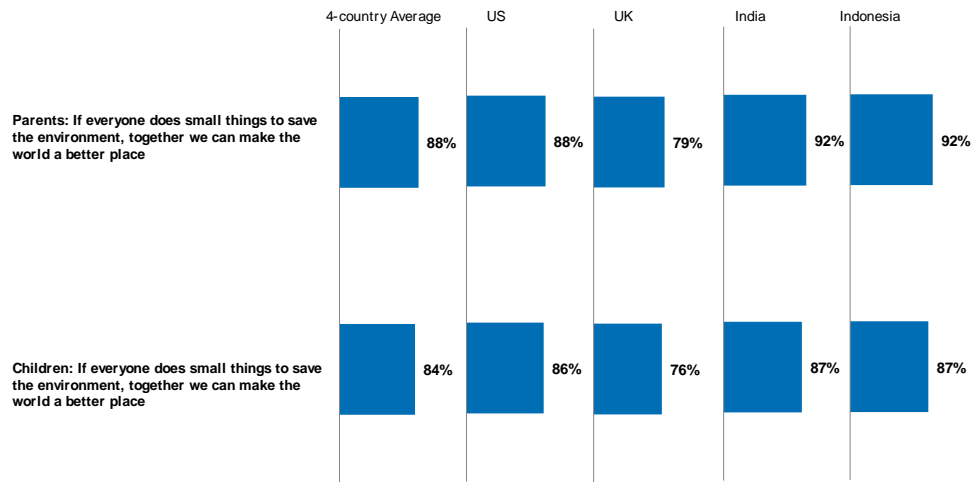
Children are also keen to play their part but the fact that they are children should not be forgotten - while they can be the inspiration, the responsibility for action lies with adults. Many children would in fact prefer not to have to worry about the planet's problems, but moreover, eight out of ten say they would do more to protect and care for the environment, as long as it is fun!

Figure 6.6.2 Children: Attitudes towards the environment
Percentage agreeing strongly/slightly with each statement



The collective power of many small actions is, however, clearly understood with nine out of ten parents and eight out of ten children agreeing that if everyone does small things to improve the environment, “together we can make the world a better place”.

Figure 6.6.3 Parents and Children – Attitudes towards the environment
Percentage agreeing strongly/slightly with each statement



APPENDIX

TECHNICAL APPENDIX

Data was collected using an online survey methodology. Independent specialist online access panel providers were selected for each country. The questionnaire was developed by Edelman Berland in conjunction with Unilever and expert collaborator Tim Gill and was deployed in local language.

The samples were controlled to include families from across the different regions. The final sample is representative of the online family population of each country: however as with all online surveys in developing markets the samples are more urban and of higher disposable income than the total population. This sample was selected randomly with quotas set for gender of parent and age of child. A full profile is given below.

Figure A.1 Sample Profiles (Parents)

	4-Country Average	US	UK	India	Indonesia
<i>Base size</i>	4,104	1,034	1,021	1,037	1,012
Gender of Parent					
Fathers	48%	47%	47%	48%	50%
Mothers	52%	53%	53%	52%	50%
Age of Parent					
18-34	33%	37%	30%	31%	35%
35+	67%	63%	70%	69%	65%
Working Status of Parent					
Working	81%	70%	79%	86%	89%
Not working	19%	30%	21%	14%	11%
Household Annual Income					
Below average for market	24%	29%	34%	14%	20%
Average	35%	31%	30%	46%	34%
Above average	37%	34%	37%	37%	43%
Refused	4%	6%	7%	4%	3%
Type of Areas of Residence					
Urban/Suburban	83%	75%	74%	95%	93%
Rural/Semi-rural	16%	25%	25%	5%	7%

Figure A.2 Sample Profiles (Children)

	4-Country Average	US	UK	India	Indonesia
<i>Base size</i>	4,104	1,034	1,021	1,037	1,012
Gender of Child					
Boys	53%	56%	54%	58%	45%
Girls	47%	44%	46%	42%	55%
Age of Child					
8-10 years	64%	64%	58%	69%	63%
11-12 years	36%	36%	42%	31%	37%

The margin of sampling error at the 95% level of confidence is ± 1.6 for total respondents (4,104), ± 3.1 for the US (sample of 1,034), ± 3.1 for UK (sample of 1,021), ± 3.0 for India (1,037) and ± 3.1 for Indonesia (1,012). This means that, in 95 times out of a hundred, when a sample of this size and composition is drawn, findings will not differ by more than 1.6 percentage points in either direction for the total sample when compared to the total population (and plus or minus 3.1 percentage points for US, plus or minus 3.1 percentage points for UK, plus or minus 3 percentage points for India and plus or minus 3.1 percentage points for Indonesia). This margin of error is small making the data highly reliable.