ChildFund
Alliance

SMALL VOICES
BIG DREAMS

A Global Survey of Children
in Developing Nations

Survey Data Report

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Cover photo: Leslie Knott for ChildFund International

From the Chairman

One of the guiding principles of the ChildFund Alliance is to listen to the voices of the world's poorest children. Day in and day out in more than 1,400 communities across the globe, ChildFund is at work helping ensure that those with the smallest voices can be heard. Whether they are whispering their hopes and dreams or crying out in joy or pain, these children and their wellbeing lie at the center of our mission. And so we listen.

The *Small Voices, Big Dreams* survey takes that listening to a new level. Working through our field staff and with guidance from Ipsos Observer, we have undertaken the Alliance's inaugural attempt to broadly capture the sentiments of the children we serve. We asked close to 3,000 children in developing countries throughout Africa, Asia and the Americas six questions—six questions that help provide some greater insight into their worlds. We put it to them directly: What do you need? What do you fear? There is unvarnished honesty in their collective responses.

What can we learn from the results? First, that we are on the right track. Children living in poverty want to learn and need the basic necessities of life. That is why our work at the community level seeks to improve educational opportunities and empower families toward becoming self-sufficient. Second, the survey conveys the remarkable similarity of children throughout the developing world. From Afghanistan to Paraguay to Zambia, in seaside villages or mountainous outposts, boys and girls alike, poor children largely have the same hopes, the same needs.

Those hopes and needs are the foundation of the work of the ChildFund Alliance. They comprise the chorus of voices that are summarized in the pages to follow—small voices that remind us of the sizable work before us.

David Taylor
Chairman, ChildFund Alliance

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Executive Summary

The *Small Voices, Big Dreams* survey asked approximately 3,000 children ages 10 to 12 in 30 developing nations around the world six questions. Four of the questions were open-ended (i.e. the children could answer anything they wanted):

- If you were president of your country, what would you do?
- What do you need most on a daily basis?
- What do you fear most?
- If you had one dollar (or the local currency equivalent), what would you buy?

Two other questions gave the children options from which to choose:

- How many nights during the past week did you go to bed hungry?
- How much of your day is spent doing chores or work outside of schoolwork?

Two predominant themes emerged from the survey. First, children throughout the world place a great deal of emphasis on their schooling, recognizing that the surest road to a better life is through education. When asked what they would do if they were president of their country, more than half said they would improve their schools or build more of them.

The second key finding was that many, many children are not getting enough to eat. Asked what they need most or how they would spend one dollar, a sizable percentage said "food." A third said they are going to bed hungry at least one night a week.

Key Findings

Among the top-line results of the *Small Voices, Big Dreams* survey are these findings:

Asked what they would do if they were president of their country…
- 57% said they would improve education
- 19% said they would help people get food

Asked what they need most…
- 34% said better education
- 33% said food

Asked on what they would spend one dollar…
- 45% said food/water
- 19% said clothes

Asked how many nights a week they go to bed hungry…
- 32% said at least one night a week
- 6% said at least three nights a week

Asked how much of their day they spend working (excluding schoolwork)…
- 26% said they spend at least half a day
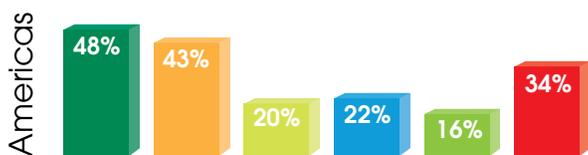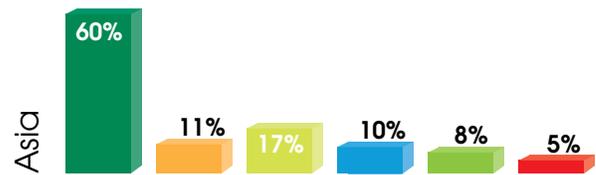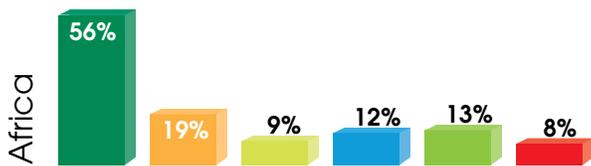- 4% said a full day

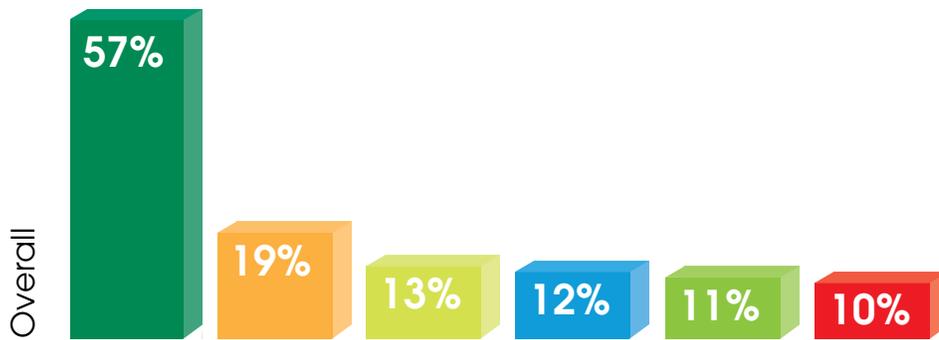## Survey Results

If you were president of your country, what would you do?

- 🟩 Improve education
- 🟧 Make more food available
- 🟨 Help children
- 🟦 Arrange for more clothing
- 🟩 Improve healthcare
- 🟥 Improve housing/shelter

"If I were the president of India I would provide good education and study materials such as pen, copies, pencils, uniforms, etc., to children."

Overall

57%	19%	13%	12%	11%	10%

Africa

56%	19%	9%	12%	13%	8%

Asia

60%	11%	17%	10%	8%	5%

Americas

48%	43%	20%	22%	16%	34%

(Note: because many children responded with more than one answer, the total responses will exceed 100 percent.)

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"If I became president of Afghanistan, I would make a beautiful school for Afghan children so that children get education and level of their knowledge should go up."
(Afghanistan)

"I would give a home to the children who live at the city dump."
(Nicaragua)

"I want to help Indonesian children who are poor, especially so they can grow healthy and able to go to school."
(Indonesia)

"I will help poor children like me. I will give them food because it is really what children need. Sometimes their mothers cannot buy food because they do not have enough money. "
(Philippines)

"I would disseminate information about child rights because I have a friend who does not have a chance to play games for too much housework."
(Mozambique)

"I would give them things like goats, pigs and poultry to generate income to be able to pay for their school fees and meet basic needs."
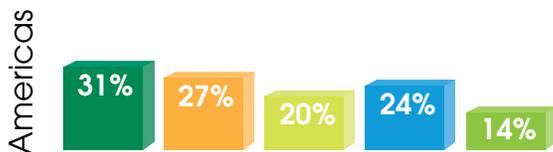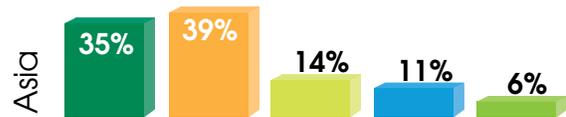(Uganda)

Survey Results

What do you need most in your daily life?

- 🟩 Food
- 🟧 Education
- 🟨 Clothing
- 🟦 Family/friends
- 🟩 Entertainment/recreation

"Food. We'll die of hunger if we do not eat."
(Philippines)

"School, without it there is no good future."
(Zambia)
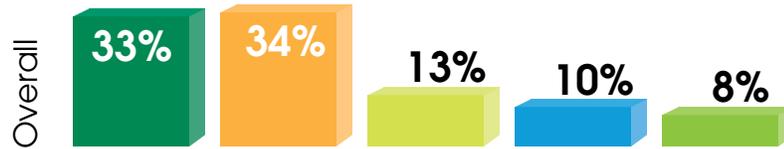
Overall
33% | 34% | 13% | 10% | 8%

Africa
32% | 31% | 11% | 6% | 9%

Asia
35% | 39% | 14% | 11% | 6%

Americas
31% | 27% | 20% | 24% | 14%

(Note: because many children responded with more than one answer, the total responses will exceed 100 percent.)

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"A ball."
(Sri Lanka)

"Notebooks so I can write my school lessons, so I can receive a high rank at my class and become a smart child and get to be praised by my father and mother."
(Indonesia)

"The thing which I need most is breakfast, otherwise I could not spend a nice day. I get angry fast."
(Senegal)

"I would like to play a little more during the day. I miss my family when they are not around."
(Nicaragua)

I need a bed because we are several siblings and I have to share my bed with two of my siblings. I need food because some days my mother does not sell enough vegetables and my father does not sell enough chipa (sort of cheese and corn bread).
(Paraguay)

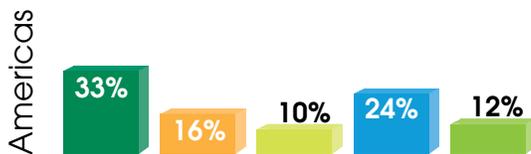"Farm implements because farming makes us live."
(Senegal)

Survey Results

What do you fear most?

- ■ Animals/insects
- ■ Death/disease/accidents
- ■ War/terrorism/violence
- ■ People
- ■ Ghosts/supernatural

"I am most afraid of being infected in HIV/AIDS through contaminated sharp materials and also pollution of our village that may lead to diseases."
(Ethiopia)
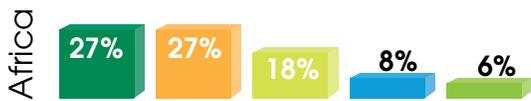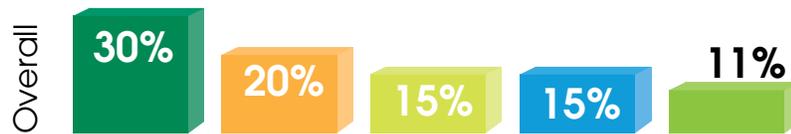
Overall
30% 20% 15% 15% 11%

Africa
27% 27% 18% 8% 6%

Asia
33% 12% 14% 20% 16%

Americas
33% 16% 10% 24% 12%

(Note: because many children responded with more than one answer, the total responses will exceed 100 percent.)

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"I am more afraid of war, because it makes obstacle toward education and prevent us from attending class." (Afghanistan)

"My worst fear is that I won't be able to go and study at school because of lack of money." (Indonesia)

"I am afraid of starving." (Kenya)

"I am afraid of wild animals, snakes that come to our village occasionally." (India)

"I'm most afraid of marriage at early age." (Uganda)
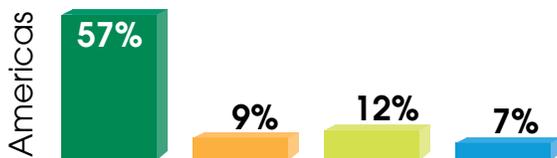
"Lions because these are animals that eat people." (Senegal)

"I am afraid of fire. This is because as you can see from the burns on my hand and face, I accidentally fell on a pot of boiling water when I was two years old which left me scar." (Zambia)

I am afraid of the night because I feel insecure and I think that the thieves can get in and steal us or hurt us. (Paraguay)

Survey Results

How would you spend one dollar?

- 🟩 Food/water
- 🟧 Clothes
- 🟨 Toys/sports equipment
- 🟦 Medical care

Overall
45% 19% 11% 9%

Africa
45% 24% 10% 9%

Asia
40% 18% 13% 10%

Americas
57% 9% 12% 7%

(Note: because many children responded with more than one answer, the total responses will exceed 100 percent.)

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Survey Results

How long do you work outside of school?

- **Less than one hour** (green)
- **More than one hour/less than half a day** (orange)
- **Half a day** (yellow-green)
- **Between half a day and full day** (blue)
- **All day** (light green)

Overall
- 29%
- 43%
- 18%
- 4%
- 4%

Africa
- 29%
- 44%
- 18%
- 2%
- 5%

Americas
- 30%
- 34%
- 22%
- 5%
- 3%

Asia
- 27%
- 44%
- 16%
- 7%
- 2%

How many days a week do you go to bed hungry?

- **0** (green)
- **1** (orange)
- **2** (yellow-green)
- **3** (blue)
- **4** (light green)
- **5** (red)
- **6** (magenta)
- **7** (yellow)

Overall
- 66%
- 17%
- 9%
- 4%
- 1%
- 1%

Africa
- 62%
- 17%
- 11%
- 6%
- 1%
- 1%
- 1%

Americas
- 67%
- 20%
- 9%
- 3%
- 1%

Asia
- 71%
- 16%
- 7%
- 2%

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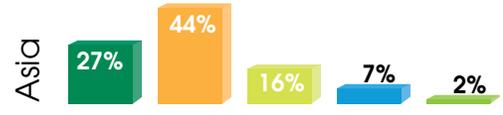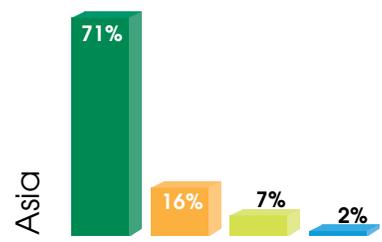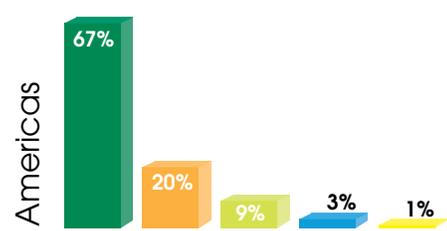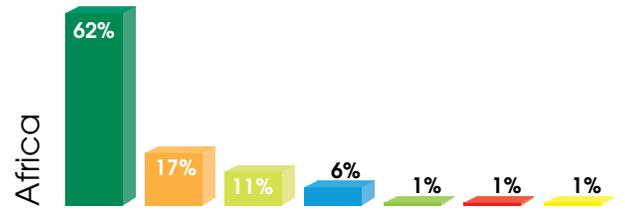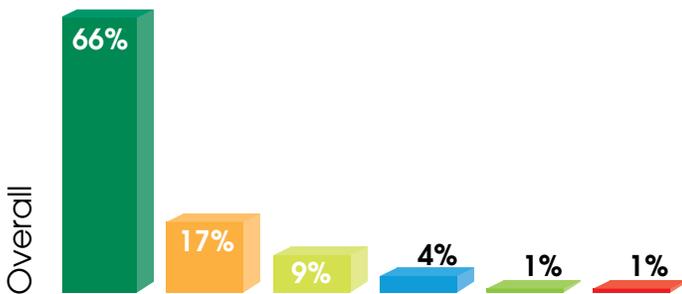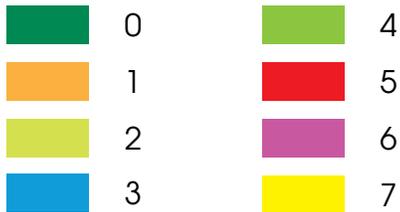
Results in Africa

The following table lists the most popular answer for each of the six questions for each of the participating countries in Africa.

1 If you were president of your country, what would you do?
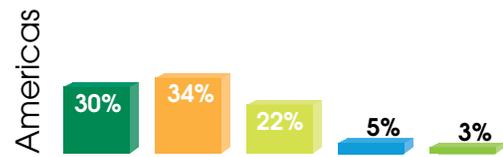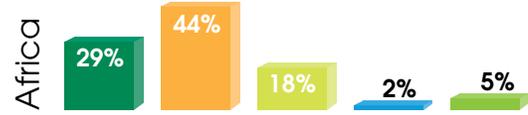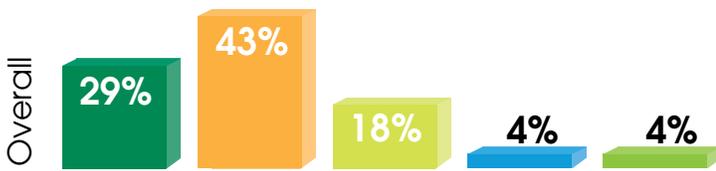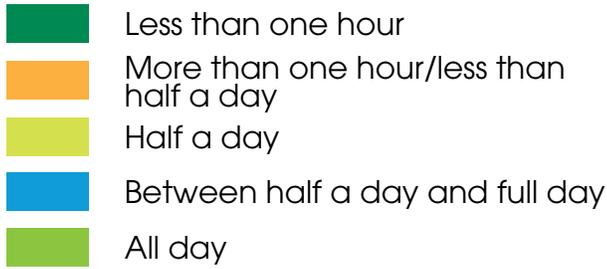2 What do you need most in your daily life?
3 What do you fear most?
4 How would you spend one dollar?
5 How long do you work outside of school?
6 How many days a week do you go to bed hungry?

	Question 1	Question 2	Question 3
Angola	Education 67%	Education 47%	Animals 37%
Burkina Faso	Education 54%	Food 47%	Death 44%
Cape Verde	Education 50%	Clothing 17%	Death 59%
Ethiopia	Children 51%	Food 59%	Death 34%
Gambia	Education 52%	Education 46%	Animals 36%
Ghana	Education 67%	Education 34%	Animals 29%
Guinea	Education 76%	Fooid 71%	Animals 39%
Kenya	Education 60%	Education 49%	Animals 34%
Liberia	Education 63%	Education 42%	War 1%
Mali	Education 3%	Education 1%	Death 18%
Mozambique	Education 66%	Education 49%	Animals 78%
Senegal	Education 73%	Food 49%	Animals 42%
Sierra Leone	Children 68%	Food 40%	Death 46%
Uganda	Education 82%	Education 52%	Death 38%
Zambia	Education 45%	Education 41%	Death 33%

	Question 4	Question 5	Question 6
Angola	Food & Water 55%	< half day 45%	Never 60%
Burkina Faso	Food & Water 43%	half day 33%	Never 60%
Cape Verde	Food & Water 61%	< hour 39%	Never 88%
Ethiopia	Food & Water 59%	< half day 49%	Never 76%
Gambia	Food & Water 31%	< half day 40%	Never 68%
Ghana	Food & Water 41%	< half day 48%	Never 65%
Guinea	Food & Water 58%	< half day 38%	Never 33%
Kenya	Food & Water 46%	< half day 50%	Never 53%
Liberia	Food & Water 41%	< half day 39%	Never 49%
Mali	Food & Water 34%	< half day 68%	Never 74%
Mozambique	Clothes 44%	< hour 54%	Never 74%
Senegal	Food & Water 34%	< half day 47%	Never 73%
Sierra Leone	Food & Water 48%	< hour 32%	1 day 35%
Uganda	Food & Water 36%/Clothes 36%	< half day 50%	Never 68%
Zambia	Food & Water 51%	< half day 55%	Never 62%

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Results in the Americas

The following table lists the most popular answer for each of the six questions
for each of the participating countries in the Americas.

1 If you were president of your country, what would you do?
2 What do you need most in your daily life?
3 What do you fear most?

4 How would you spend one dollar?
5 How long do you work outside of school?
6 How many days a week do you go to bed hungry?

	Question 1	Question 2	Question 3
Ecuador	Children 40%	Family/Friends 26%	Death 34%
Honduras	Education 61%	Food 57%	Animals 28%
Nicaragua	Education 62%	Education 47%	Animals 42%
Paraguay	Food 72%	Clothing 33%	Animals 48%

	Question 4	Question 5	Question 6
Ecuador	Food & Water 66%	< half day 34%	Never 81%
Honduras	Food & Water 69%	< hour 28%/half day 28%	Never 67%
Nicaragua	Food & Water 61%	< hour 41%	Never 50%
Paraguay	Food & Water 36%	< half day 46%	Never 71%

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Results in Asia

The following table lists the most popular answer for each of the six questions
for each of the participating countries in Asia.

1 If you were president of your country, what would you do?
2 What do you need most in your daily life?
3 What do you fear most?

4 How would you spend one dollar?
5 How long do you work outside of school?
6 How many days a week do you go to bed hungry?

	Question 1	Question 2	Question 3
Afghanistan	Education 59%	Food 60%	War 61%
Australia	Education 30%	Family/Friends 43%	Animals 24%
Cambodia	Education 43%	Education 38%	Animals 28%
India	Education 74%	Education 55%	Animals 45%
Indonesia	Education 59%	Education 46%	Animals 31%
Laos	Education 69%	Education 32%	Death 37%
Mongolia	Children 35%	Education 28%	Animals 38%
Nepal	Education 70%	Food 81%	Animals 56%
New Zealand	Food 33%	Food 56%	Death 27%
Philippines	Education 61%	Food 60%	Ghosts 23%
Sri Lanka	Education 71%	Education 37%	People 31%
Timor Leste	Education 61%	Education 61%	Animals 66%
Vietnam	Children 76%	Education 69%	Ghosts 40%

	Question 4	Question 5	Question 6
Afghanistan	Food & Water 49%	half day 49%	Never 44%
Australia	Food & Water 56%	< hour 48%	Never 72%
Cambodia	Clothes 34%	> half day 46%	Never 82%
India	Food & Water 27%	< half day 40%	Never 42%
Indonesia	Food & Water 28%	< hour 44%	Never 50%
Laos	Clothes 36%	< half day 64%	Never 86%
Mongolia	Food & Water 42%	< half day 42%	Never 83%
Nepal	Food & Water 39%	< half day 75%	Never 96%
New Zealand	Food & Water 65%	< hour 54%	Never 93%
Philippines	Food & Water 74%	< half day 54%	Never 82%
Sri Lanka	Toys/Sports 16%/Household item 16%	< hour 54%	Never 76%
Timor Leste	Food & Water 37%	< half day 53%	Never 67%
Vietnam	Food & Water 76%	half day 39%	Never 71%

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Survey Methodology

The *Small Voices, Big Dreams* Survey was undertaken by the ChildFund Alliance from July through September 2010. Identical six-question surveys were administered on a one-on-one basis by ChildFund staff to approximately 100 children ages 10 to 12 in 30 developing nations in Africa, Asia and the Americas who participate in ChildFund programs. A total of 3,288 children were surveyed, which includes 2,970 children in developing countries and 318 children in Australia, New Zealand and the United States. Four of the six questions were open-ended. ChildFund translated and submitted the results to Ipsos Observer, a global research firm, which tabulated and compiled the results. The margins of error, at 95 percent confidence, are: total surveys (+/- 1.7%), developing countries (+/- 1.8%), and developed countries (+/- 9.1%).

About ChildFund Alliance

The ChildFund Alliance is a network of 12 child development organizations whose work encompasses more than 15 million children and their families in 58 countries. With a focus on child-centered development programs that are undertaken in partnership with more than 1,400 local communities, the Alliance puts more than $503 million (USD) to work each year to help deprived, excluded and vulnerable children. The programs seek to bring positive outcomes for children in every stage of their lives, from infancy to adulthood. ChildFund also responds to humanitarian emergencies and natural disasters with precise focus on the special needs of children in the midst of crisis.

About Ipsos Observer

Founded in Paris, France, in 1975, Ipsos is the only independent, publicly-listed research company that is controlled and managed by research professionals. Ipsos is a leading global research company focusing on six core specializations: Advertising, Marketing, Media, Opinion and Customer Relationship Management research, and Data Collection and delivery. With offices in 64 countries, Ipsos conducts research in more than 100 countries. Working both on a global scale and in local markets, our expert teams give our clients the benefit of high value-added business solutions including qualitative, forecasting, modeling, market knowledge and consumer insights.

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The Survey Management, Data Collection and Delivery Specialists