

# Perceptions of Child Poverty and Aid Effectiveness **2012**



## + acknowledgements

This report is based on research conducted independently of ChildFund Australia by UMR Research in Sydney, Australia.

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ChildFund Australia is an independent and non-religious international development organisation that works to reduce poverty for children in the developing world.

ChildFund Australia directly implements programs in Cambodia, Laos, Papua New Guinea and Vietnam, and manages projects delivered by partner organisations throughout Asia, Africa and the Americas.

ChildFund Australia is a member of the ChildFund Alliance – a global network of 12 organisations which assists more than 16 million children in over 50 countries. ChildFund Australia is a registered charity and is fully accredited by the Australian Agency for International Development (AusAID).

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# + foreword

In 1990 an estimated 12 million young children died, mainly from preventable causes with most deaths occurring in the developing world. Thanks to economic growth, improved governance, international aid initiatives and the actions of those in poor communities, this terrible statistic has been dramatically reduced – despite population growth – to 7.6 million deaths in 2010.

Progress has also meant that primary school enrolment rates have reached 90% worldwide, the number of people living in extreme poverty has fallen in every global region and more than two billion people have gained access to improved drinking water sources. Access to treatment for those living with HIV has increased in all regions and deaths from malaria and tuberculosis have been reduced.

Despite these remarkable achievements, the fifth annual *ChildFund Australia Survey: Perceptions of Child Poverty and Aid Effectiveness* suggests that Australians are poorly informed about the huge strides made in poverty reduction.

According to the survey, 40% of Australians believe that the lives of children in developing countries have remained unchanged over the last decade and another quarter believe that the situation for children has worsened.

This significant lack of awareness provides aid organisations with a strong reminder of the need to communicate the improvements being made in poverty reduction.

Australians are strong supporters of aid. In 2010 Australians donated \$850 million to aid charities and the ChildFund survey finds that 46% of Australians are in favour of increasing our aid commitment. However, this support may be at risk if we cannot demonstrate effectiveness, evidenced by real improvements for children and their families.

This is particularly important given the younger generation's view on child poverty. In this year's survey, almost 90% of Australian children said it was important for people in Australia to act to reduce the number of children overseas living in poverty. At the same time, one-third of children believe the situation for their peers in developing countries is worsening.

Australians are presented with myriad stories and images about global child poverty. While some of the progress is reported, the greater focus is on the many critical problems that persist. The complex and sometimes conflicting accounts can be experienced as an overwhelming and negative picture. The ChildFund survey suggests that, for most Australians, the problems continue to overshadow the progress that is being made.

More must be done to highlight the improvements and the enormous difference that international aid can, and does, make in improving living standards for the world's poorest children.

**Nigel Spence**  
CEO, ChildFund Australia

**The 2012 ChildFund Australia Survey: Perceptions of Child Poverty and Aid Effectiveness** (ChildFund Survey) presents the results of a nationally representative opinion survey of 1,000 Australian adults conducted in Australia by telephone between 14 and 27 April 2012. It also reports the results of an opinion survey of 200 Australian children aged 10 to 14 years conducted online between 9 and 14 May 2012. Data in the report compares with previous annual ChildFund Surveys.

## CHILD POVERTY

- More Australians than previous years believe that the lives of children in developing countries are improving, however, this is still a small group at just under one-third. Forty per cent of Australians believe conditions for children are unchanged, while a quarter say the situation for children has worsened.
- Africa remains the region where Australians believe children suffer the greatest levels of poverty and hardship, but recognition of poverty in Asia has increased over the five years of the survey.
- Perceptions about the poorest countries in each region have remained largely unchanged over the past five years.
- Most Australian adults believe that more education about child poverty is needed for Australian children.

## AID EFFECTIVENESS

- 57% of Australians believe aid is effective in improving the overall standard of living in developing countries.
- Most Australians agree that aid has been effective in addressing four of the eight Millennium Development Goals (MDGs). Of the eight MDGs, most say that universal primary education is the most important goal to be achieved.
- Australian adults believe that aid has been most effective in combating HIV and AIDS, malaria and other diseases and least effective in promoting gender equality and empowering women.
- Australian children say that 'making sure there is enough food for everyone' is the most important goal.
- Australians credit aid with having helped reduce poverty over the last 20 years, second to political stability, which is seen as the most important factor and more important than economic growth which is rated the third most influential factor in poverty reduction.
- However, on average, Australians believe that less than half of international aid is used effectively to help the intended recipients.

## HOW AID MONEY SHOULD BE SPENT

- Spending by aid organisations on administrative costs is often subject to criticism. However, when presented

with an example of aid delivery that outlines indirect cost components, Australians are willing to endorse a contribution from donations for many of the administrative costs associated with aid delivery.

## SHOULD AID SPENDING INCREASE OR DECREASE?

- There is significant support among the Australian population for increasing aid spending. Forty-two per cent of those in favour of increased government spending on aid nominate cuts to other areas of government expenditure as the way to fund aid increases.
- Half of all Australians say Australian businesses should give more, with companies in the banking and financial services, mining and media sectors most named as industry sectors that should donate more.

## INDIVIDUAL SUPPORT FOR AID

- A large majority of Australians say they made a donation to charity in the last year, with around one-third of adults saying they try to give equally to charities doing work in Australia and those doing work overseas.
- Humanitarian emergencies, domestically and globally, are a key trigger for donations from the Australian public.
- Developing countries most favoured for donations by Australians are Ethiopia, Cambodia and India. Zimbabwe, North Korea and China are most mentioned as those to which Australians would not donate.
- Government corruption is the issue most often cited for deciding not to donate to a country.

## WHAT AUSTRALIAN CHILDREN THINK

- A large majority of Australian children say it is important that Australians try to reduce global child poverty. Children almost universally state that no child anywhere should grow up in poverty.
- War, bad governments and a lack of natural resources are the most common reasons given by children for poverty overseas.
- Provision of food and water, as well as support for overseas governments and better healthcare are seen by Australian children as the most effective ways of helping children overseas living in poverty.

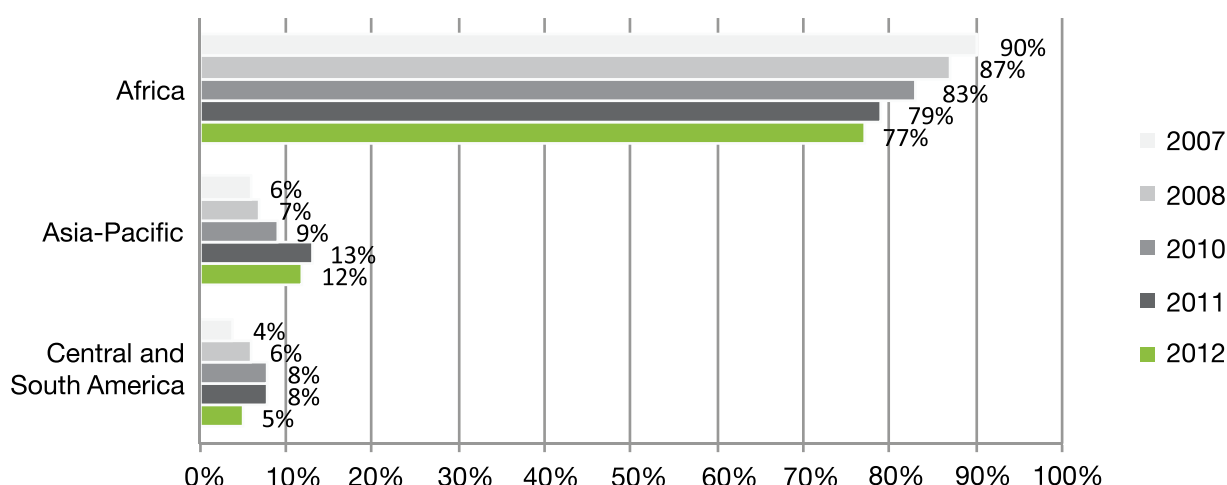
# + child poverty

## CHILD POVERTY BY REGION AND COUNTRY

Australians continue to identify Africa as the region where child poverty is most severe. In 2012, three-quarters of Australian adults identify Africa, 12% the Asia-Pacific and 5% Central and South America as the region where 'children face the greatest levels of poverty and hardship' (see figure 1a).

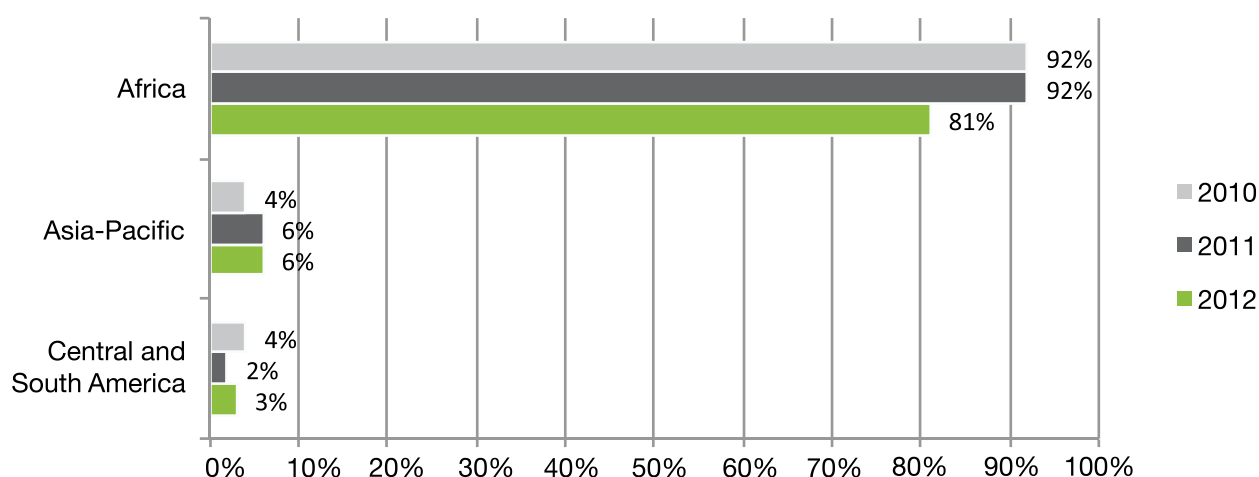
While Africa is overwhelmingly identified as the world's poorest region, over the past five years there has been a reduction in the proportion naming Africa as the poorest and increased recognition of poverty in the Asia-Pacific. In 2007, Africa was nominated by 90% of Australian adults compared to 77% in 2012, while the proportion identifying Asia-Pacific as the region with the greatest levels of child poverty doubled between 2007 and 2012.

**Figure 1a: In which of the following three regions do you personally think children face the greatest levels of poverty and hardship? (Adults)**



In this year's survey, a large majority of Australian children (81%) chose Africa as the region where 'children face the greatest levels of poverty and hardship'. Similar to Australian adults, there has been a decrease in the proportion of Australian children identifying Africa as the poorest region over the past three years (see figure 1b).

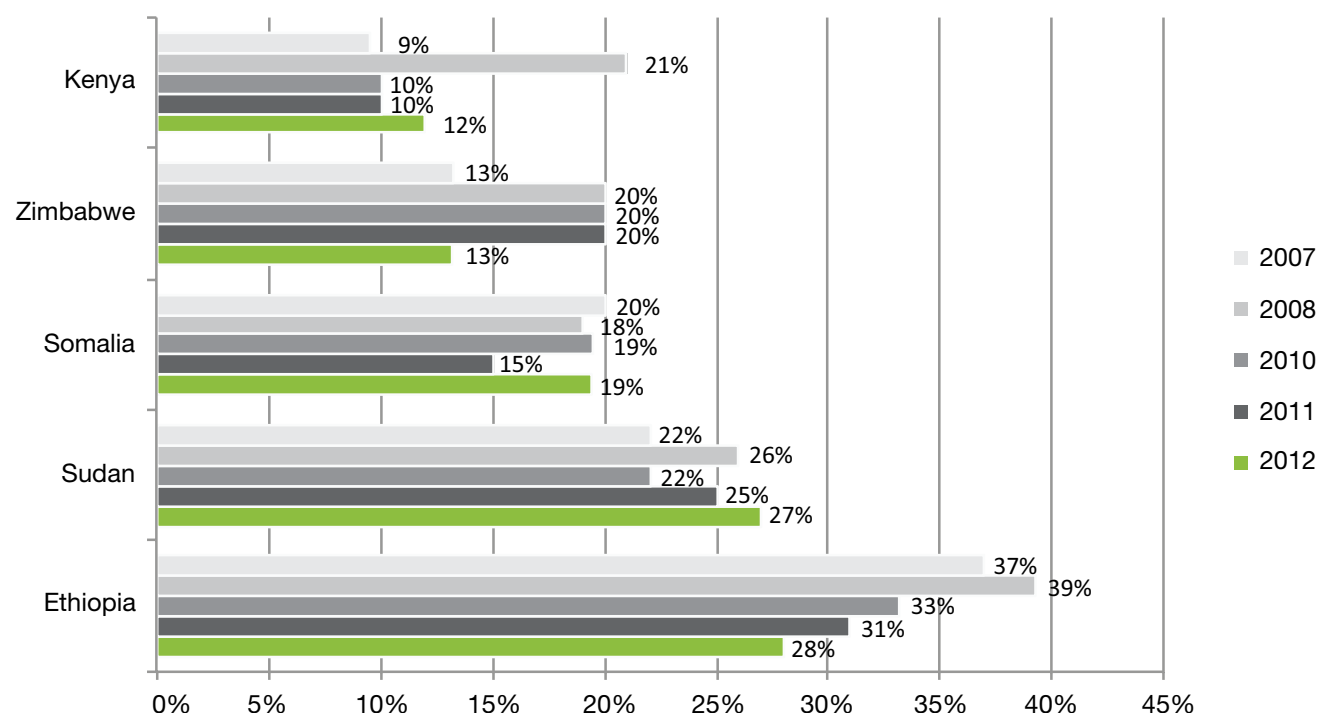
**Figure 1b: In which of the following three regions do you personally think children face the greatest levels of poverty and hardship? (Children)**



Australian adults were asked in relation to each region, 'Which countries do you think have the greatest levels of poverty and hardship for children?'

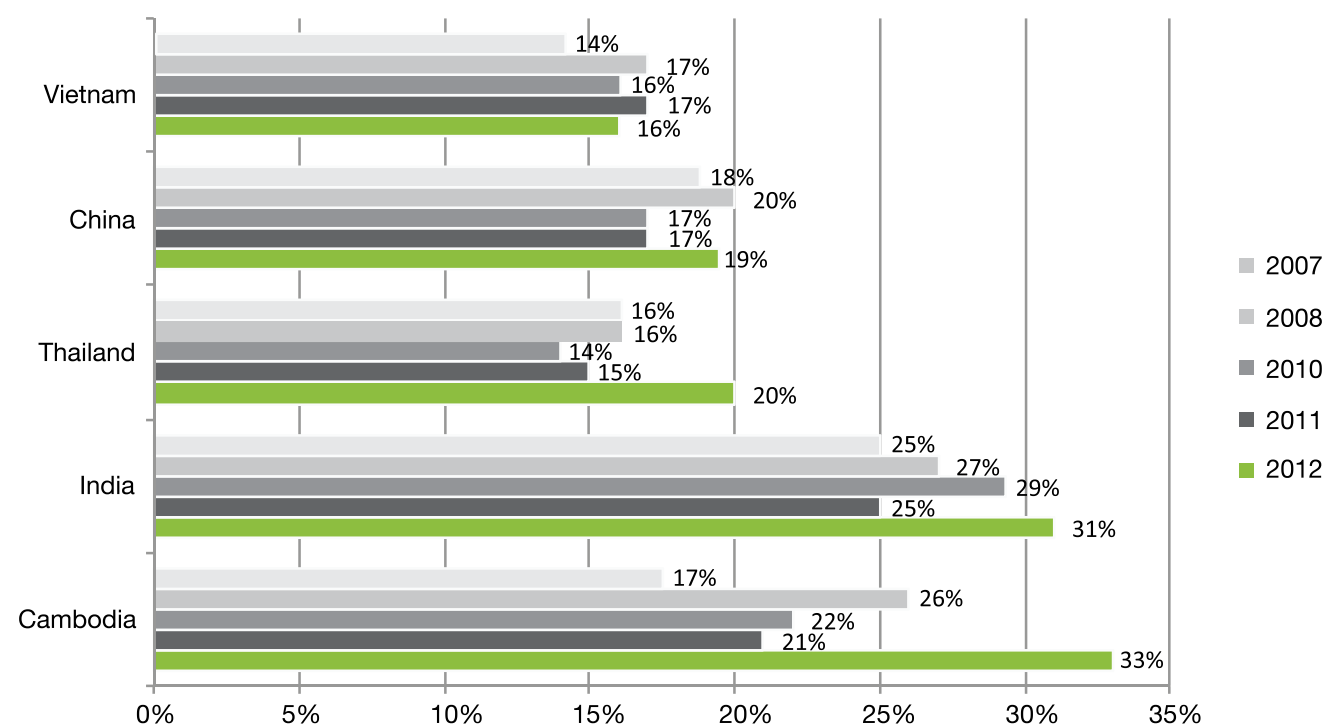
In Africa, the most nominated countries in the 2012 survey are Ethiopia (28%), Sudan (27%), Somalia (19%), Zimbabwe (13%), Kenya (12%) and Uganda (12%). The biggest movement in ratings of the countries is for Zimbabwe, which had a seven percentage point reduction compared to the 2011 figure. Ethiopia has been named as the poorest country in Africa in every ChildFund Survey (see figure 1c).

**Figure 1c: In Africa, which countries do you think have the greatest levels of poverty and hardship for children?**



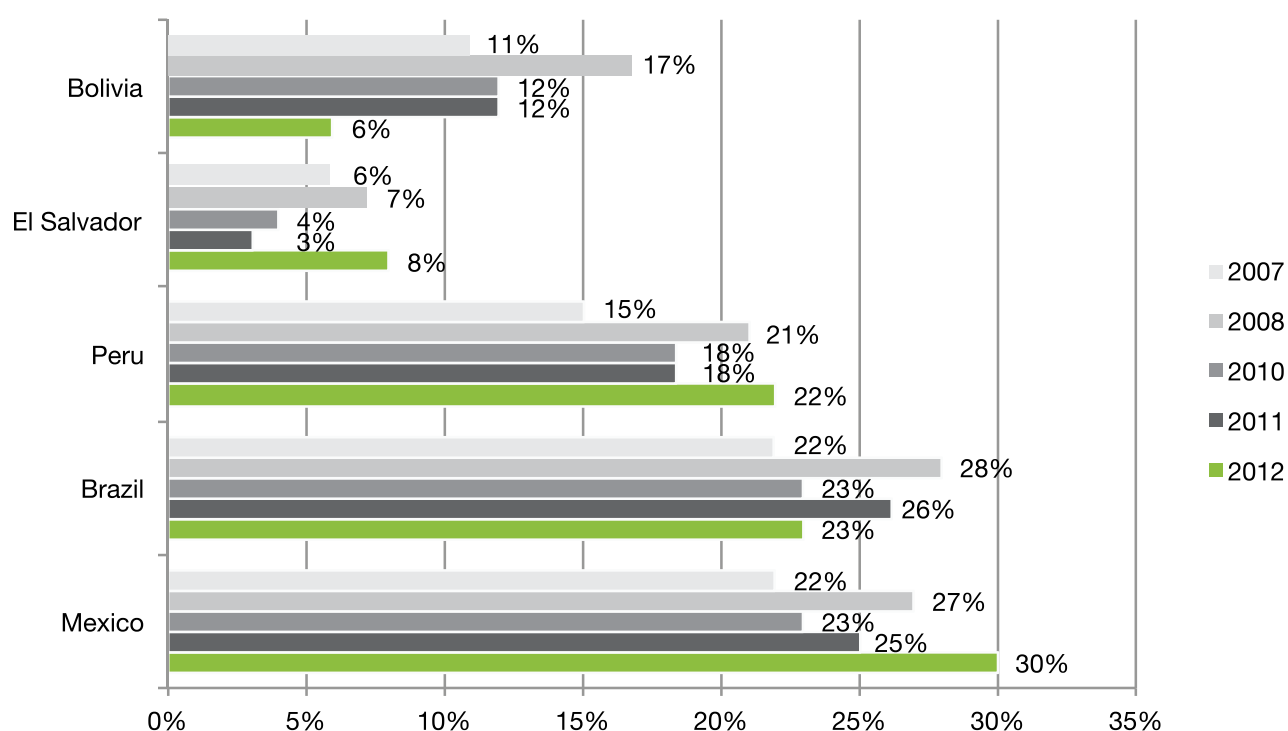
The five countries nominated as the poorest in the Asia-Pacific region are Cambodia (33%), India (31%), Thailand (20%), China (19%) and Vietnam (16%). Of these countries, the largest movement since 2011 was for Cambodia (an increase of 12 points) (see figure 1d).

**Figure 1d: In Asia-Pacific, which countries do you think have the greatest levels of poverty and hardship for children?**



Within Central and South America, Mexico (30%), Brazil (23%), Peru (22%), El Salvador (8%) and Bolivia (6%) are the most nominated in 2012 (see figure 1e). Mexico was up five points from last year, while Colombia is identified by only 5% of Australians in 2012, down from 18% in 2011.

**Figure 1e: In Central & South America, which countries do you think have the greatest levels of poverty and hardship for children?**



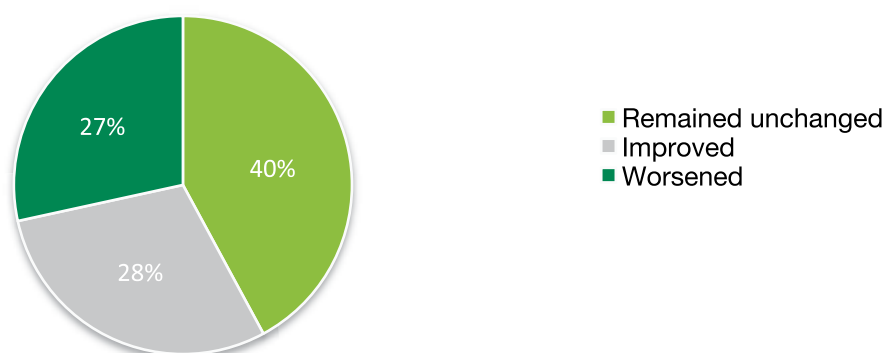
Overall, there has been little change in the countries listed as poorest over the five years of the ChildFund Survey. The five highest ranked countries in each region are almost completely unchanged.

### HAVE CHILDREN'S LIVES IMPROVED?

The survey finds that 28% of Australians say the lives of children in developing countries have improved over the last 10 years (see figure 1f). This is a significant increase on previous years' survey findings, when a similar question found that fewer than 20% (17% in 2011, 18% in 2007) said the situation for children had improved.

A larger proportion of Australian adults (40%) say children's lives have 'remained unchanged', and the remaining 27% say children's lives have 'worsened' over the past 10 years.

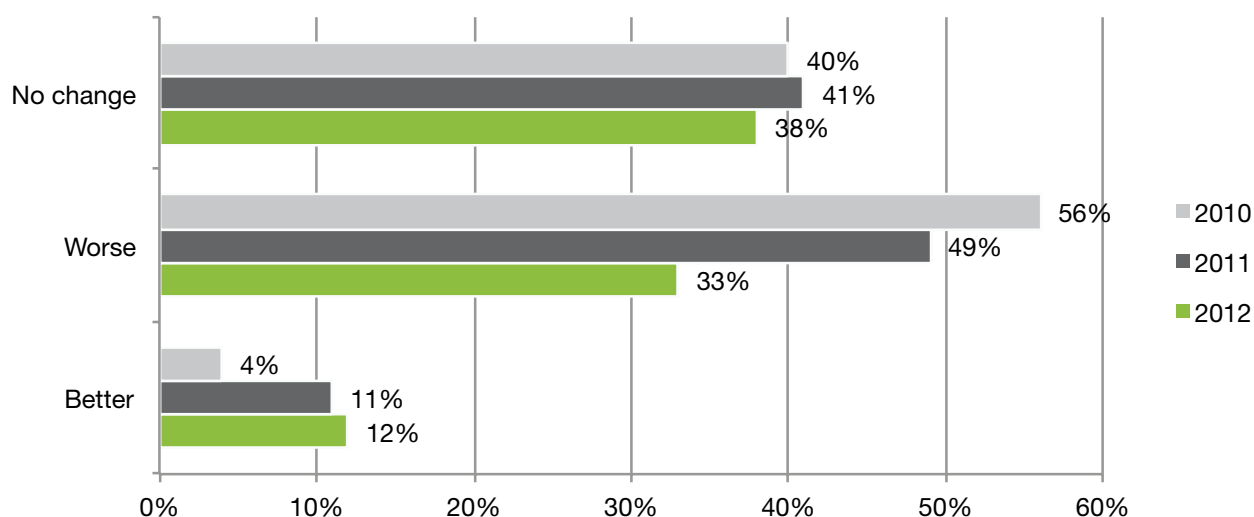
**Figure 1f: In general, do you think the lives of children living in developing countries have worsened, improved or have they remained unchanged over the last 10 years? (Adults)**





Australian children are slightly less positive than adults about improvements to the lives of children in developing countries, although the overall trend over the past three years is toward a more optimistic view (see figure 1g). The survey asked Australian children aged 10 to 14 years whether 'the lives of children in poor countries are getting better or worse, or has there been no real change?' Only 12% say 'better', while 38% say there has been 'no real change' and a third (33%) say that the lives of children in poor countries are getting 'worse'.

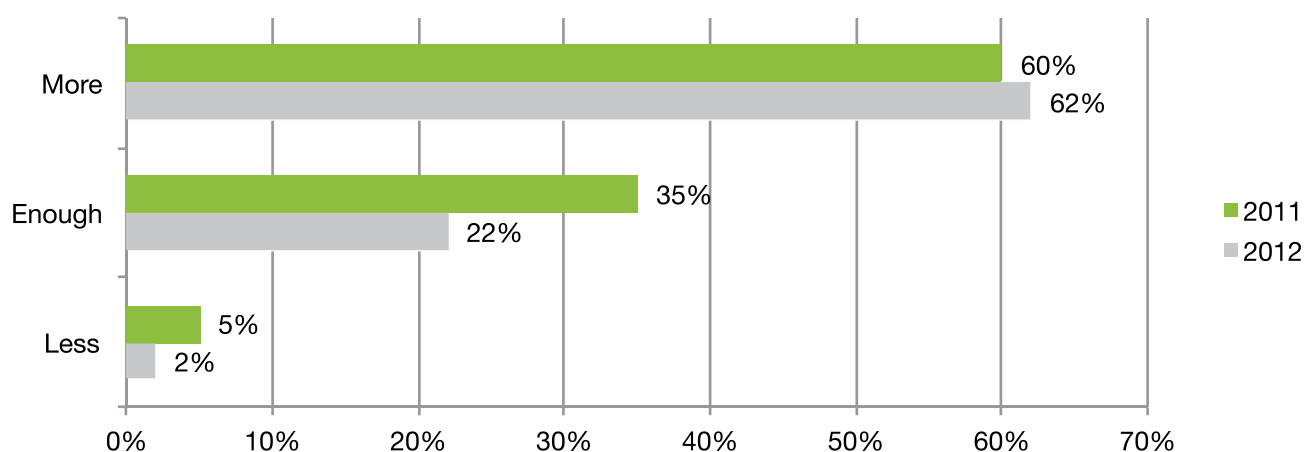
**Figure 1g: In general, do you personally think the lives of children living in developing countries have worsened, improved or have they remained unchanged over the last 10 years? (Children)**



## EDUCATING CHILDREN ABOUT CHILD POVERTY

There is considerable support among adults and children for schools to educate Australian children about child poverty. Nearly two-thirds of Australian adults (62%) say schools should be teaching children more 'about child poverty overseas' (see figure 1h).

**Figure 1h: Do you personally think that Australian schools should be teaching children more or less about child poverty overseas, or are they teaching children enough about this already? (Adults)**



Australian children are a little less enthusiastic but nonetheless supportive. When asked if 'Australian children should be taught more, the same or less about poor countries and international aid in school', 50% say they 'should be taught more', 40% 'the same' and just 3% 'less'.

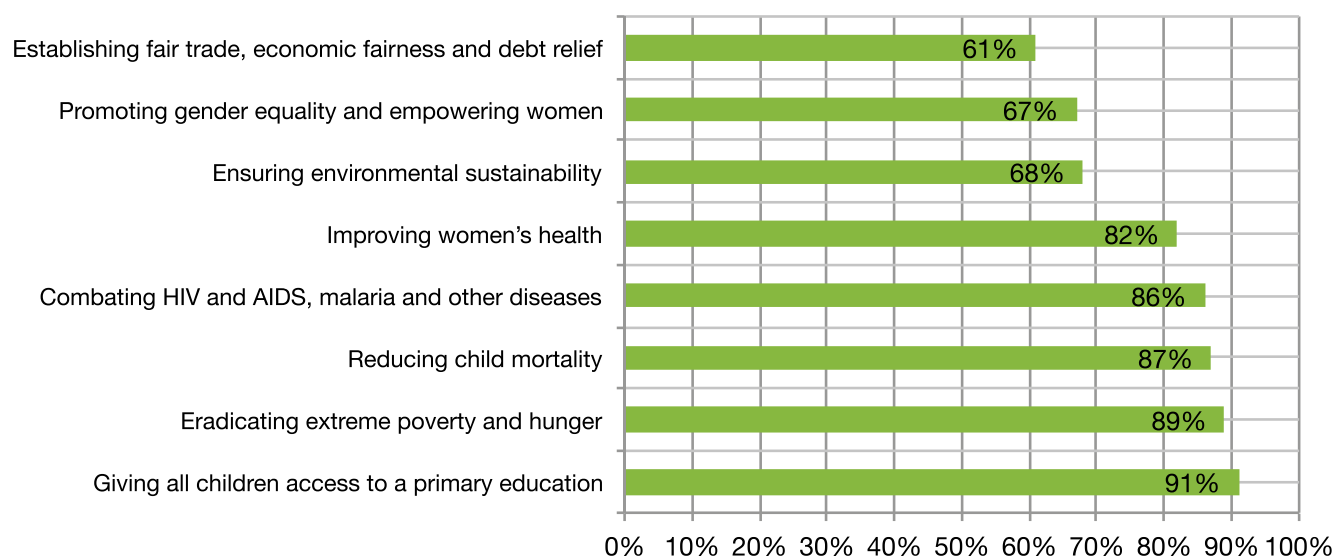
# + aid effectiveness

## IS AID EFFECTIVE IN ACHIEVING THE MILLENNIUM DEVELOPMENT GOALS?

Australian adults were asked if eight different development goals (mirroring the MDGs) should be 'a major focus, a minor focus or not a focus of aid spending'. The top three priorities are: 'giving all children access to a primary education' (91% say this should be a major focus), 'eradicating extreme poverty and hunger' (89%) and 'reducing child mortality' (87%) (see figure 2a).

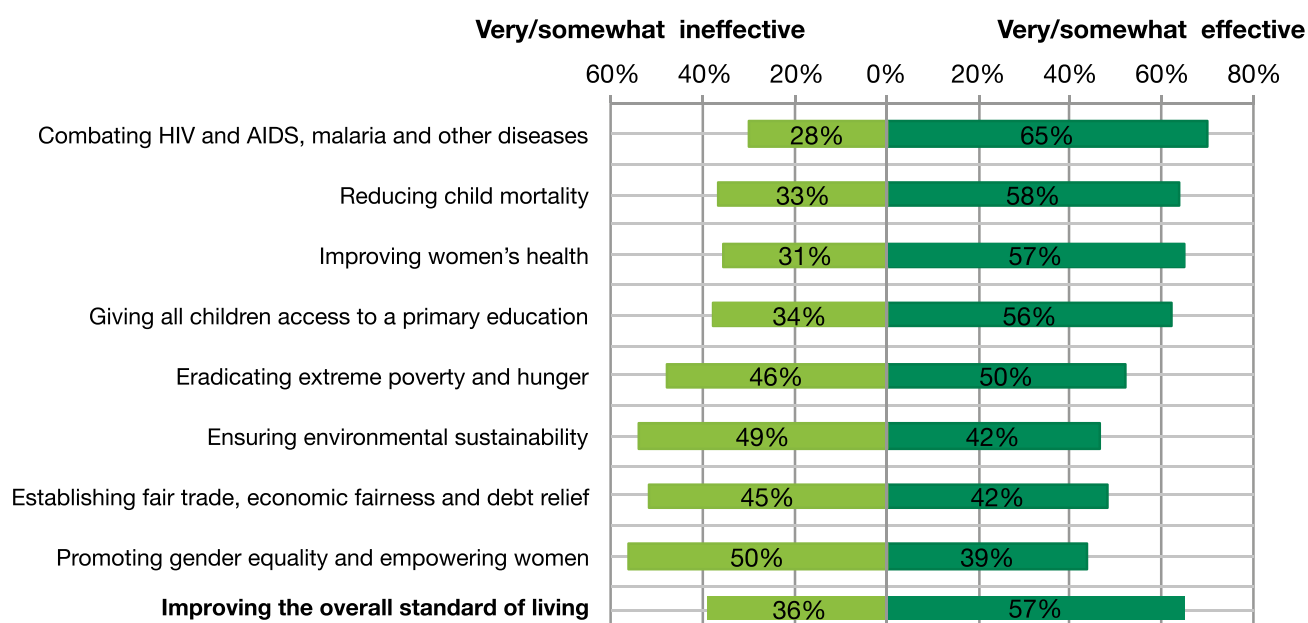
The lowest ranking of the MDGs is 'establishing fair trade, economic fairness and debt relief', although there is still a significant majority with 61% saying this should be 'a major focus' of aid spending.

**Figure 2a: Which MDG should be the major focus of international aid spending? (Adults)**



Asked whether 'international aid is effective or ineffective in addressing each of the MDGs', most Australians say it has been successful in relation to 'combating HIV and AIDS, malaria and other diseases', 'reducing child mortality', 'improving women's health' and 'giving all children access to primary education' (see figure 2b).

**Figure 2b: Is international aid effective in achieving the MDGs? (Adults)**



Opinion is more widely distributed on the effectiveness of aid in achieving other MDGs. The goal of 'promoting gender equality and empowering women' is viewed as the MDG where international aid is least effective, with only 39% saying it has been 'effective' and 50% saying it has been 'ineffective'.

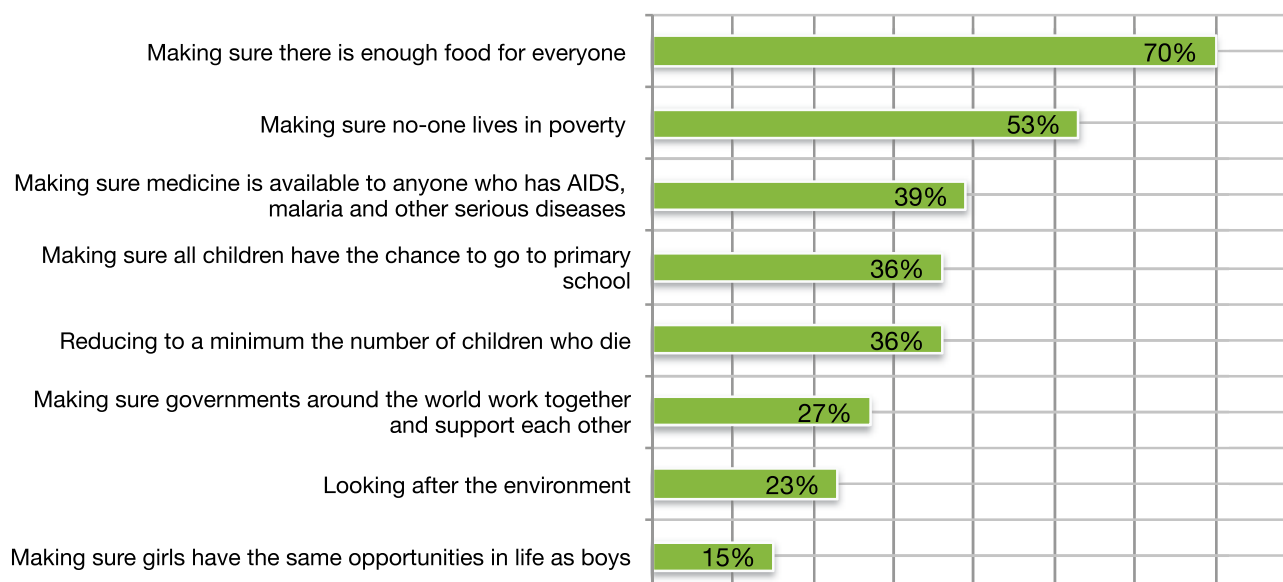
When asked about the total effectiveness of international aid in 'improving the overall standard of living in developing countries', more than half (57%) say it has been 'effective' and a third (36%) say aid has been 'ineffective'.

In the 2012 survey, Australian children were also presented with a list of eight issues reflecting the MDGs, and asked to rank the three that are the most important (see figure 2c).

'Making sure there is enough food for everyone' is clearly rated as most important with 70% nominating this as one of the top three issues. 'Making sure no-one lives in poverty' (53%) and 'making sure medicine is available to anyone who has AIDS, malaria and other serious diseases' (39%), are rated by Australian children as the next most important issues for their peers in developing countries.

The lowest ranked issue is 'making sure girls have the same opportunities in life as boys' with only 15% of Australian children nominating this as among the top three issues.

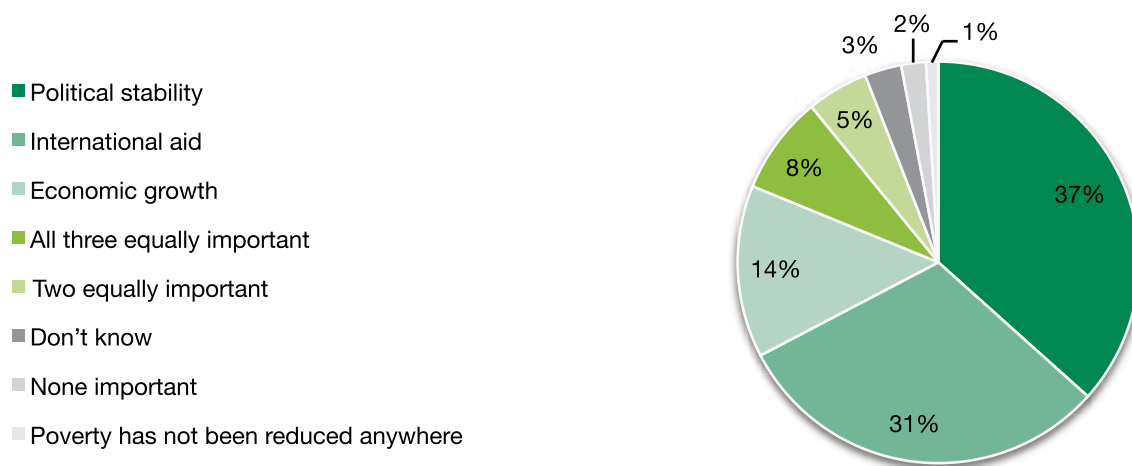
**Figure 2c: What are the most important issues for children in developing countries? (Children) (Top 3)**



## FACTORS IN POVERTY REDUCTION

In those countries where poverty has reduced, one-third of Australians say international aid is the most important factor (see *figure 2d*). When asked which of three factors has been 'the most important in helping to reduce poverty levels over the last 20 years', 37% say 'political stability' is the most important followed by 'international aid' (31%) while only 14% rate economic growth as the most important factor in poverty reduction.

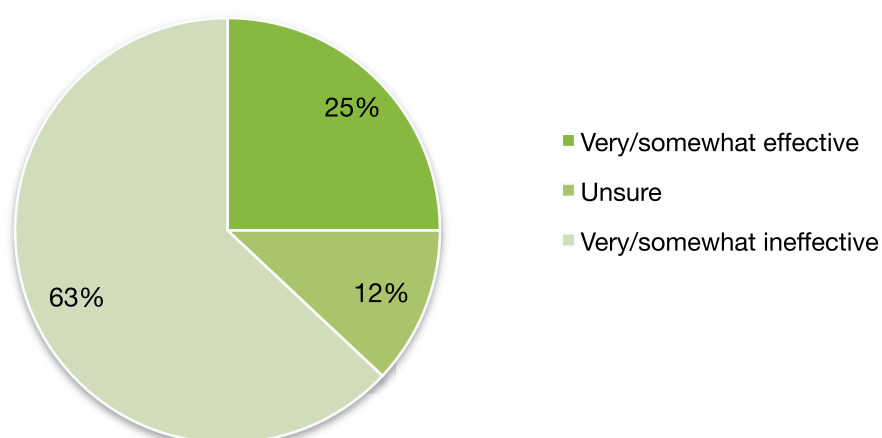
**Figure 2d: What are the most important factors in poverty reduction? (Adults)**



While aid is regarded by many Australians as important in poverty reduction, many Australians also say that international aid funds are not used effectively. On average, Australians say only 41% of international aid is 'used effectively to help the intended recipients'.

Asked how effective 'aid is in reducing poverty for children in overseas countries' only a quarter of Australian children (see *figure 2e*) say it is either 'somewhat effective' (18%) or 'very effective' (7%). Sixty-three per cent say it is 'somewhat ineffective' (51%) or 'very ineffective' (12%).

**Figure 2e: How effective do you think aid is in reducing poverty for children in overseas countries? (Children)**



# + how aid money should be spent

## THE OPERATIONAL COSTS OF AID DELIVERY

How aid organisations spend their funds is regularly debated. Questions are often raised about how much should be spent on administration, office costs, salaries and, in the case of non-government organisations, fundraising costs.

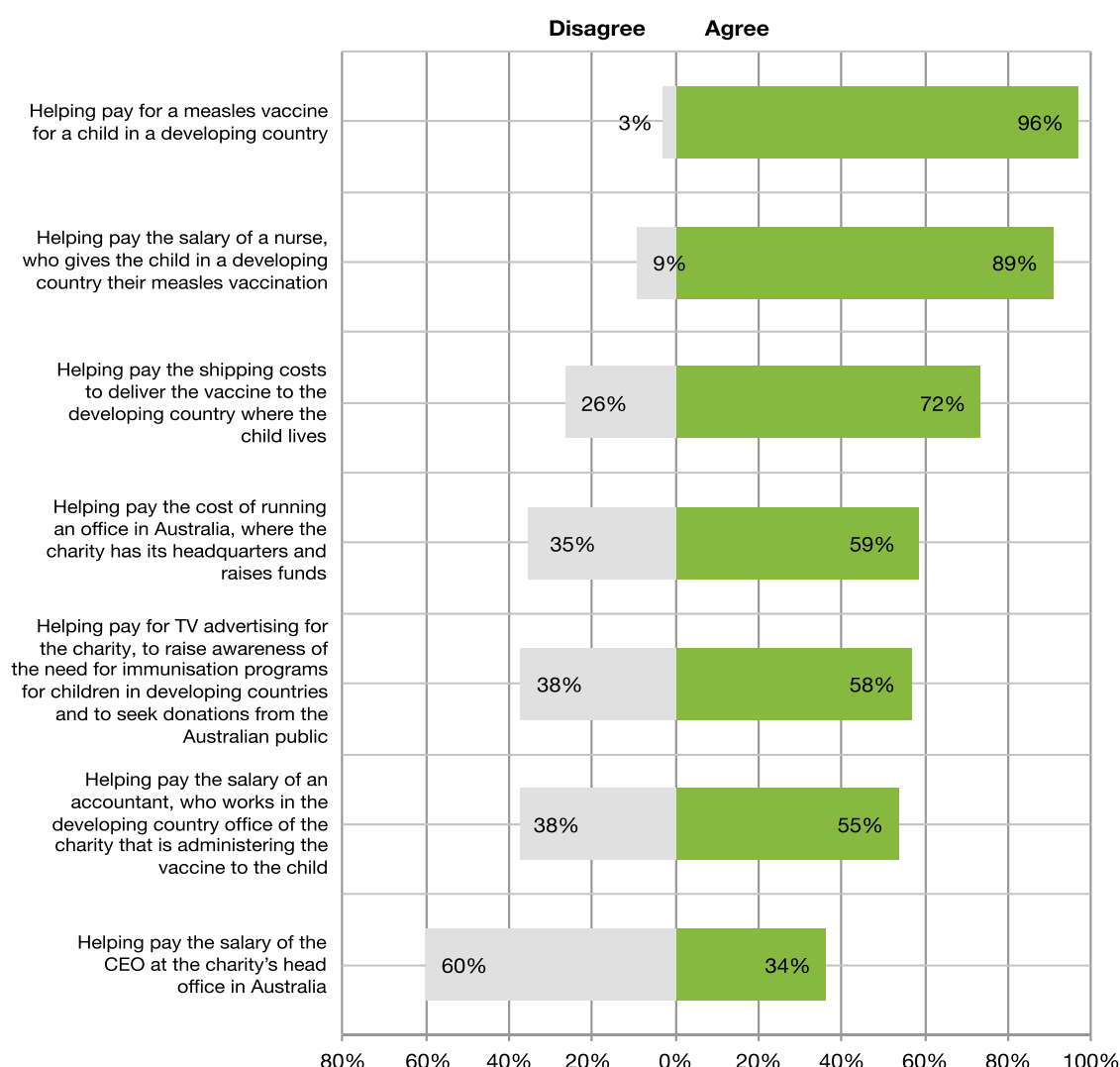
To understand Australians' views on these questions, the 2012 survey walked Australian adults through a practical example of aid being delivered to a child in a developing country and asked if they 'would agree or disagree with having the money you personally give to charity go towards that cost'. The results suggest a level of acceptance that some donor funds should be applied to cover administrative costs (see figure 3).

Various costs relating to the delivery of a vaccination to a young child in a developing country were presented to Australians. There is near universal support (96%) for the most tangible part of the process: 'helping pay for a measles

vaccine for a child in a developing country'. There is also strong support (89%) for 'helping pay the salary of a nurse, who gives the child their measles vaccination'. Nearly three-quarters (72%) also agree with 'helping pay the shipping costs to get the measles vaccine to the developing country'. Opinion is more divided in relation to the salary of an accountant who works in the developing country, with a little over half (55%) prepared to contribute and 38% opposed to contributing toward this cost.

When it comes to the Australian side of the aid process, most (59%) agree with helping to pay the cost of running an office in Australia and there is a similar level of support (58%) for 'helping pay for television advertising for the charity to raise awareness of the need for immunisation programs for children in developing countries and to seek donations from the Australian public'. However, most disagree with 'helping pay the salary of the CEO at the charity's head office in Australia' (60% disagreeing).

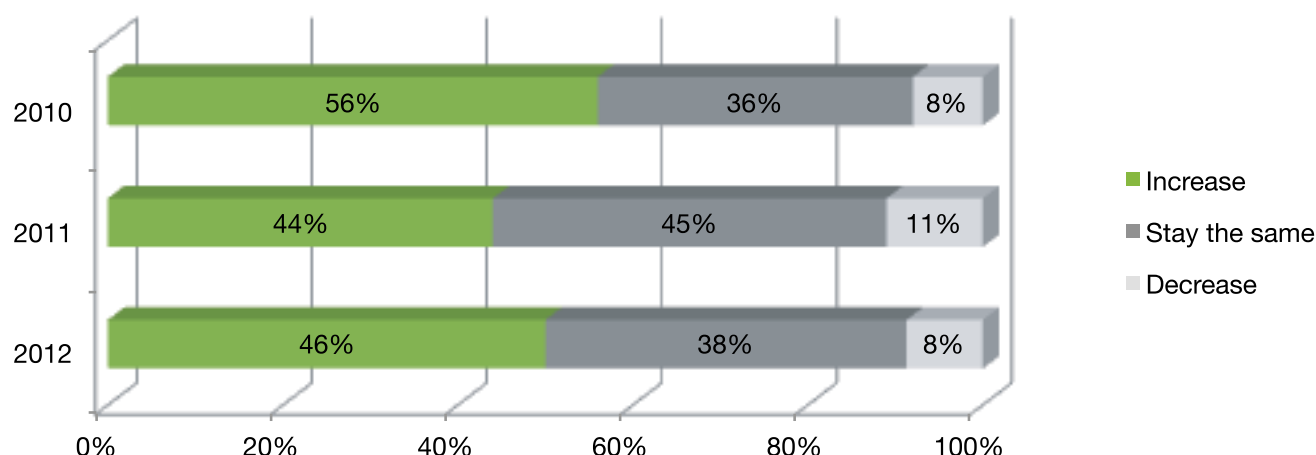
**Figure 3: Do you agree or disagree with having the money you personally give to charity going towards the following costs?**



## SHOULD AID SPENDING INCREASE?

ChildFund Surveys over the past three years have found consistent but not universal support from the Australian public for increased aid spending (see figure 4a). In 2012, 46% say aid spending should increase, while 38% say it should stay 'the same' and 8% say aid spending should 'decrease'.

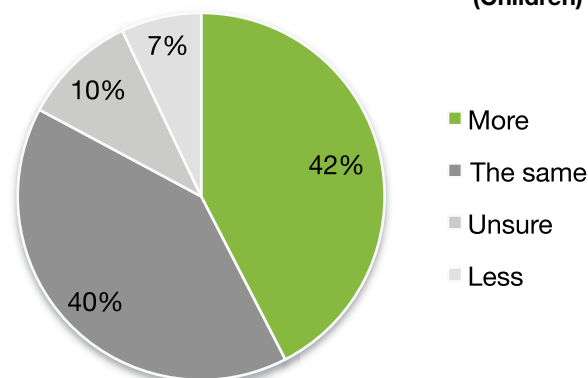
**Figure 4a: Should overall spending on international aid increase, decrease or stay the same? (Adults)**



Among Australian children there is also significant support for giving more (see figure 4b). Forty-two per cent of Australian children say Australians should give more money to help children in poor countries, while 40% say 'the same amount' and 7% say 'less'.

Those children saying Australians should give 'more' were presented with four possible reasons 'why Australians should give more to help children in poor countries'. 'It is the right thing to do' is nominated by 78% of Australian children as the reason why Australians should give more.

**Figure 4b: Do you personally think Australians should give more money, less money or the same amount of money we give now to help children in poor countries? (Children)**



## HOW SHOULD AID INCREASES BE FUNDED?

Australians who said international aid should be increased were asked whether they would personally 'prefer the government to either raise taxes, including raising your own taxes, or cut other areas of government spending'. The largest proportion of this subsample (42%) prefer cutting other areas of government spending, 14% said they would prefer raising taxes and 26% said they favoured both raising taxes and cutting spending in other areas.

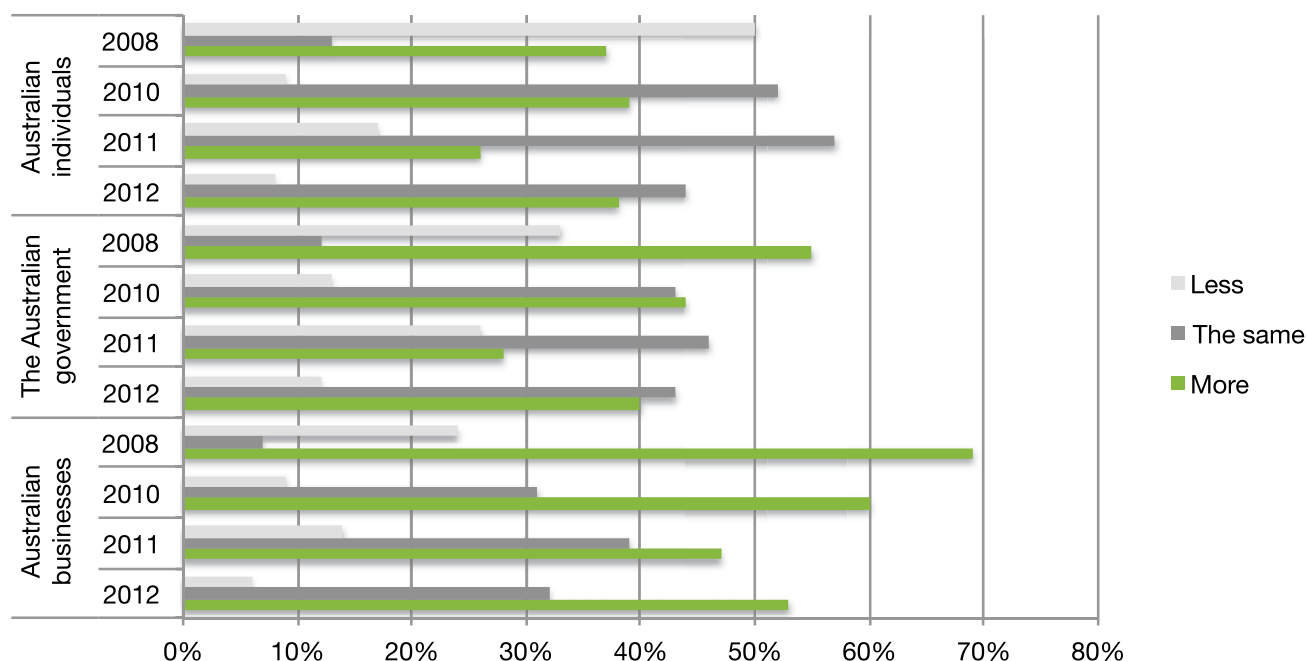
## SHOULD GOVERNMENT, BUSINESS OR INDIVIDUALS GIVE MORE TO AID?

It is not only the government that resources international aid. According to the Australian Council for International Development, in 2010-11 Australian individuals gave more than \$850 million to Australian aid charities. Private companies deliver many aid projects and businesses of all sizes are significant aid donors.

To test attitudes towards giving across these three sectors, the ChildFund Survey asked whether each 'should give more, the same or less to international aid programs' (see figure 4c). A little over half (53%) of Australians say Australian businesses should give 'more' and another third (32%) say 'the same'. A lesser proportion (40%) of Australians say the Australian government should give 'more' (43% say 'the same') and fewer again (38%) say Australian individuals should give 'more' (44% say individuals should give 'the same').

There is very little support in 2012 for each sector giving less to international aid with only 12% saying the government should give less, and fewer than 10% saying that individuals and businesses should give less.

**Figure 4c: Should the following groups give more, the same or less to international aid programs?**

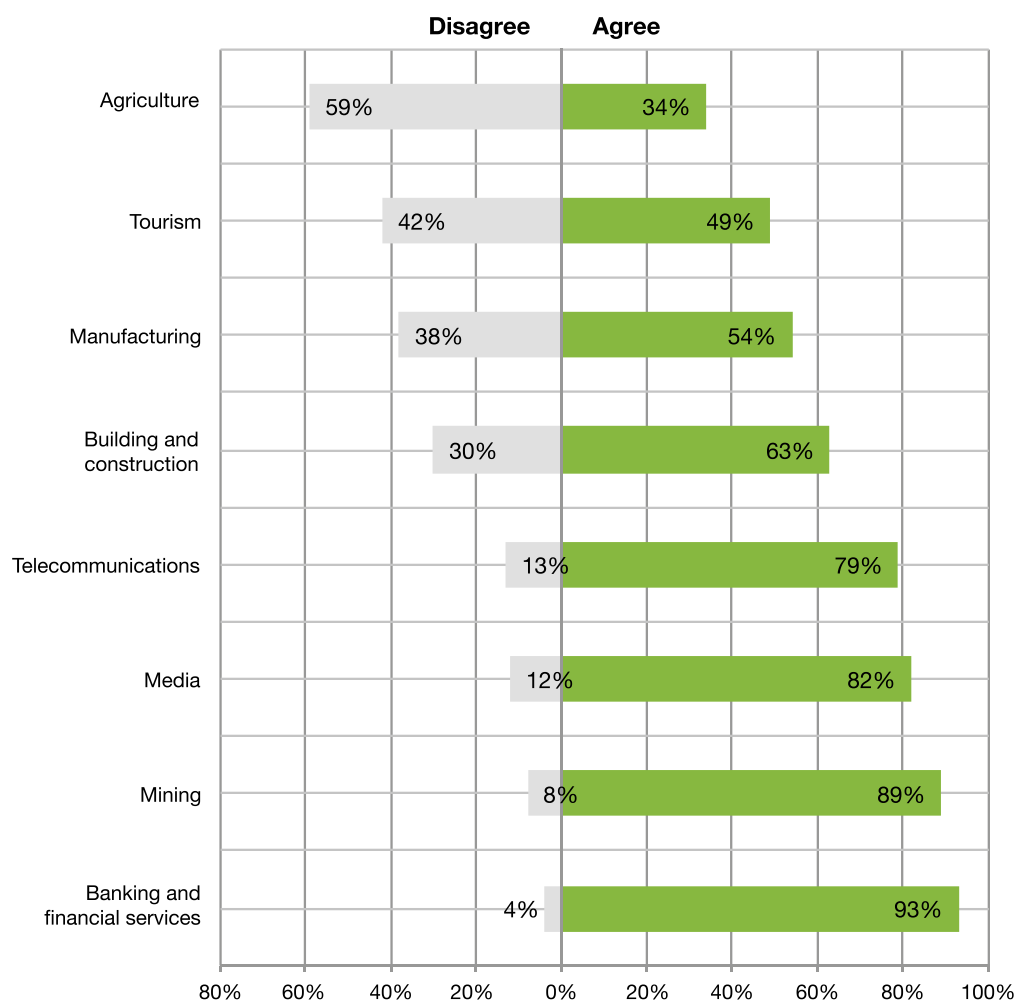


### WHICH BUSINESS SECTORS SHOULD GIVE MORE?

Those respondents that said Australian businesses should give more to international aid were asked the extent to which eight major business sectors 'should donate more to international aid programs' (see figure 4d).

The 'banking and financial services' sector topped the list with 93% of the subsample stating this industry should donate more. This was followed by the mining (89%) and media (82%) industries.

**Figure 4d: Which of the following business sectors should donate more to international aid programs?**

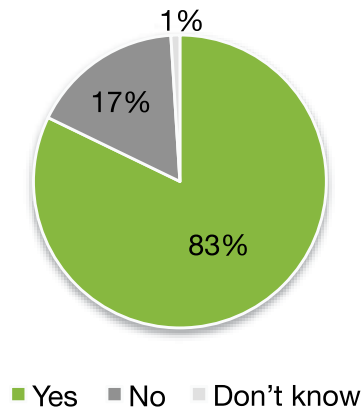


## HOW AUSTRALIANS GIVE

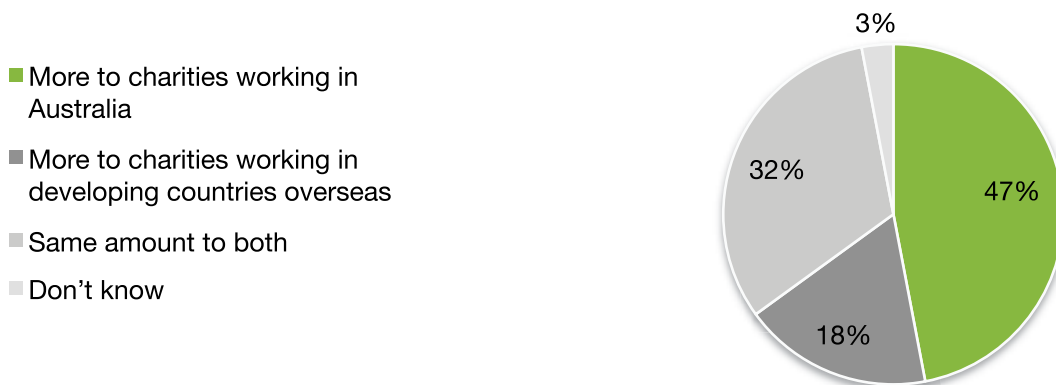
A large majority (83%) of Australians say they made a donation to charity in the last year (see figure 5a).

Approximately half say they prefer to donate more to charities doing work in Australia, while one-third say they try to give equally to charities working in Australia and overseas. Only 18% say they prefer donating to charities doing work in developing countries (see figure 5b).

**Figure 5a: Have you personally made a donation to any charity in the last year?**



**Figure 5b: If you made a donation, which types of charities did you donate the most to?**

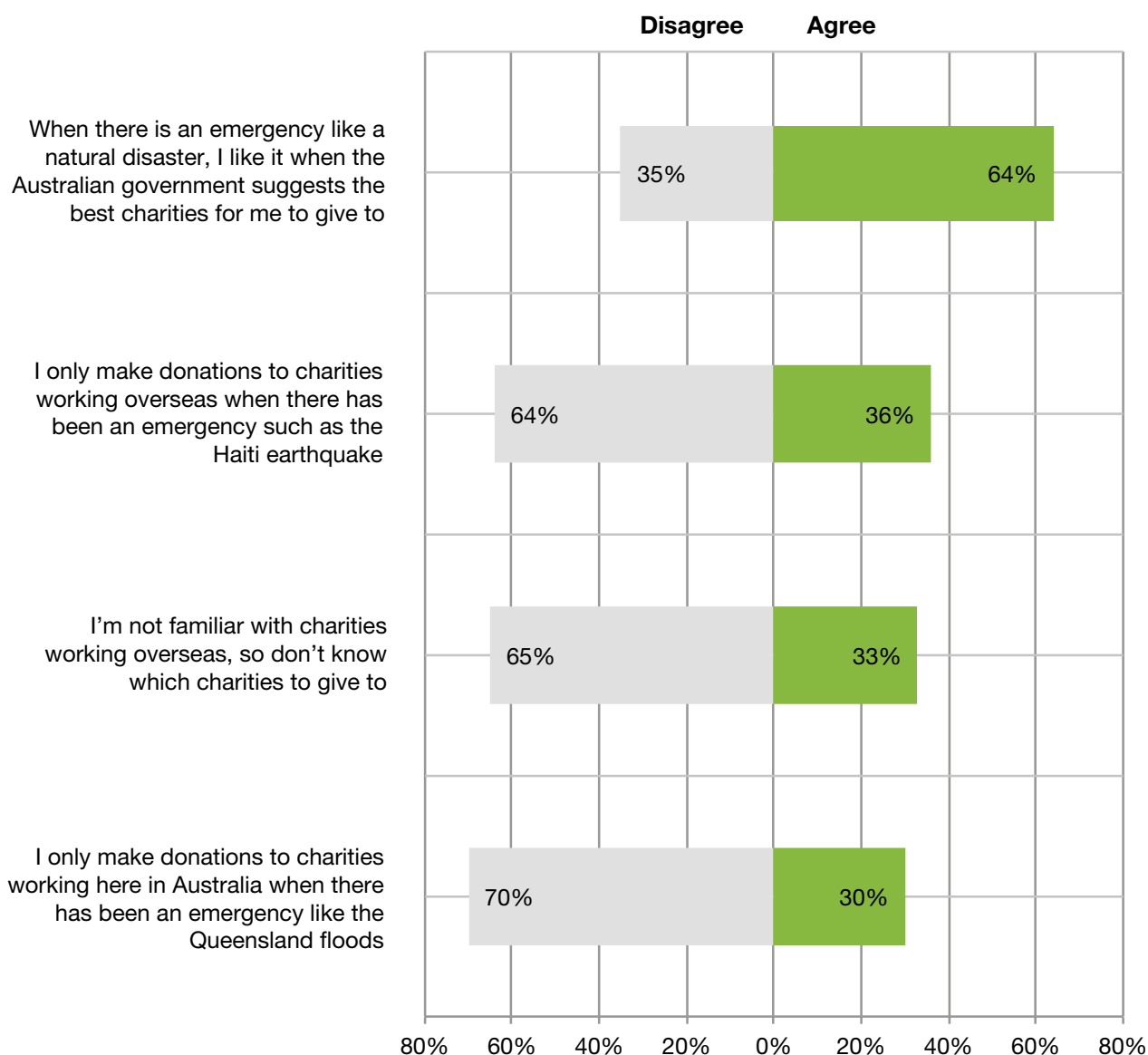


Emergencies in Australia and internationally are a key trigger for donations (see figure 5c). When asked about 'donating to charities' 36% of Australians say they only make donations to charities working overseas when there has been an emergency such as the Haiti earthquake and on the domestic front 30% say they only make donations to charities working in Australia when there has been an emergency like the Queensland floods.

The survey indicates that most Australians would welcome more information about charities, and guidance from the government about where is best to direct donations. Two-thirds (64%) say 'when there is an emergency like a natural disaster, I like it when the Australian government suggests the best charities for me to give to' and another third say 'I'm not familiar with charities working overseas, so don't know which charities to give to'.



**Figure 5c: Do you agree or disagree with the following ways of donating?**



### COUNTRIES THAT AUSTRALIANS DEFINITELY WOULD AND WOULD NOT DONATE TO

Previous ChildFund Surveys have confirmed that some Australians have strong opinions about which countries they think should and should not be supported by their aid donations. Nearly half confirm that there are particular countries to which they would definitely donate. In 2012, Ethiopia, Cambodia and India are nominated most often as the countries to which they would definitely donate, followed by Indonesia, Kenya, Somalia and Sudan.

One-quarter of Australians say there are countries to which they would definitely not donate. The highest ranked countries in this subsample in 2012 are Zimbabwe, North Korea, China and India. Of this group, the majority selected 'corruption' from a list of reasons as to why they would not make a donation to that country.

ChildFund Australia recognises children as active citizens with important perspectives and opinions to offer. Additionally, Australian children are the next generation of opinion-shapers on aid and development issues.

With these considerations in mind the ChildFund Survey includes a parallel poll of Australian children aged 10 to 14 years old. Where results paralleled the adult survey questions, they are reported earlier, but several questions were unique and these results are detailed below.

## SHOULD AUSTRALIANS HELP REDUCE POVERTY OVERSEAS?

A large majority (87%) of Australian children say it is important 'for people in Australia to try and do something to reduce the number of children overseas who grow up in poverty' (see figure 6a).

This subsample was then presented with three possible reasons to explain why they held this view. The most popular (95%) reason selected was 'because no child anywhere should grow up in poverty', followed by 'because people in Australia are rich enough to be able to give some money to help poor children overseas' (90%).

**Figure 6a: Do you personally think it is important or not important for people in Australia to try and do something to reduce the number of children overseas who grow up in poverty?**



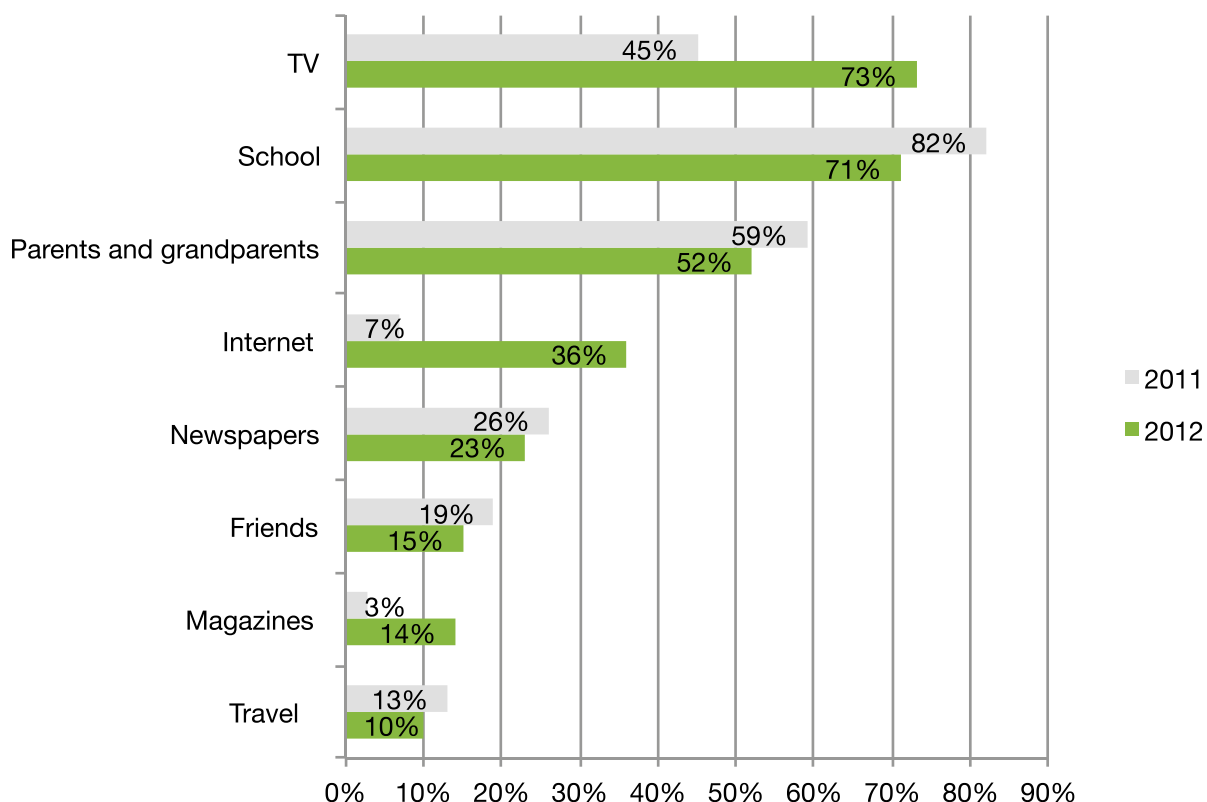
## MY LIFE AND YOUR LIFE

When asked to compare their life 'with the lives of children in poor countries' nearly all (95%) Australian children say that the lives of children in poor countries are worse than their own life situation.

## INFORMATION SOURCES

Australian children identify television, school and parents/grandparents as the sources from which they gain most information about global child poverty. In 2012, one-third also nominate the internet – a significant increase from last year.

**Figure 6b: Where do you learn about children living in poor countries?**



### MOST IMPORTANT WORLDWIDE PROBLEMS

Presented with eight 'worldwide problems' and asked to say which is 'the biggest problem', 'war' ranks highest and is nominated by a third of children (31%) followed by 'child poverty' (24%) and 'terrorism' (19%). The problem fewest choose is 'HIV and AIDS' (6%).

### WHY SO MANY CHILDREN LIVE IN POVERTY

From a list of six possible explanations 'why there are so many poor children living in countries overseas' most Australian children choose 'war' (88%), 'bad governments' (82%) and 'a lack of natural resources like water, farming land, forests and mines' (81%).

Most children disagree with the proposition that global child poverty is caused by rich countries not giving enough money to poor countries (57% disagreeing) or because 'people in poor countries don't work hard enough' (82% disagreeing). Children are divided as to whether global poverty is due to the current global financial crisis with 38% agreeing and 39% disagreeing.

### THE BEST WAY TO HELP CHILDREN OVERSEAS

When children are asked which 'is the best way to help children overseas who are growing up in poverty' the top three selected options are: 'make sure all children have enough food and water' (48%), 'make sure the governments of poor countries do more to help the children in their country' (25%) and 'make sure all children have medicines and healthcare when they need it' (12%).

## SURVEY AIMS

The annual ChildFund Survey aims to understand the views of Australian adults and children about global child poverty and the effectiveness of international aid. Specifically:

- *Child poverty:* In which regions and countries do Australians believe children experience the greatest levels of poverty and hardship? Is the situation seen as improving for children in the developing world?
- *Aid effectiveness:* How effective or ineffective is international aid perceived to be by Australians, in reducing child poverty and achieving the Millennium Development Goals? How effective is aid implementation and administration?
- *Support for international aid:* Do Australians think spending on international aid should increase, decrease or stay the same? What forms of support do individuals prefer to give? Which countries are Australians inclined or opposed to give support?

## ADULT SURVEY

The 2012 *ChildFund Survey: Perceptions of Child Poverty and Aid Effectiveness* was conducted in Australia between 14 and 27 April 2012. For this poll, UMR Research conducted 1,000 interviews by telephone.

The sample was designed to be nationally representative of all Australians 18 years and older. Within each geographic area, telephone numbers were randomly selected from an active residential phone number database. The results were then weighted to reflect the demographic profile of the Australian population 18 years and older, using data from the Australian Bureau of Statistics.

The weights were used in the production of all tables in this report. On a truly random sample of 1,000 adults the margin of error is 3.1%, which means there is a 95% chance that responses from the sample fall within a range of 3.1% either side of the notional collective response of the whole population. Since this sample was stratified (by state/territory, age-group and sex), the error figure is a guide only. Where the results of a sub sample are reported, the margin of error is greater.

The ChildFund Survey questionnaire and methodology were developed and reviewed by an independent polling expert as well as UMR.

## CHILD SURVEY

The children's survey was conducted in Australia between 9 and 14 May 2012. For this poll, UMR Research conducted 200 interviews online of children aged 10 to 14 years.

The sample was designed to be nationally representative of Australian children aged 10 to 14 years with results weighted to reflect the demographic profile of the Australian population 10 to 14 years old, using data from the Australian Bureau of Statistics.

On a truly random sample of 200 children the margin of error is 5.8%, which means there is a 90% chance that responses from the sample fall within a range of 5.8% either side of the notional collective response of the whole population.

# + table of results

Please note when reading the data tables:

- totals may not add to 100% due to rounding;
- before 2012, all questions to adults and children were asked online, and in some instances the wording may have differed slightly to this year's questionnaire.

## ADULT SURVEY

### CHILD POVERTY

*Question 1. In which of the following three regions do you personally think children face the greatest levels of poverty and hardship?*

Question 1	2012	2011	2010	2008	2007
Africa	77%	79%	83%	87%	90%
The Asia-Pacific	12%	13%	9%	7%	6%
Central and South America	5%	8%	8%	6%	4%
Don't know	6%	N/A	N/A	N/A	N/A

*Question 2. Within each of these three regions, which countries do you think have the greatest levels of poverty and hardship for children? You can list up to three countries within each region. [Only top 10 countries listed]*

Question 2	2012	2011	2010	2008	2007
<b>Asia-Pacific</b>					
Cambodia	33%	21%	22%	26%	17%
India	31%	25%	29%	27%	25%
Thailand	20%	15%	14%	16%	16%
China	19%	17%	17%	20%	18%
Vietnam	16%	17%	16%	17%	14%
Indonesia	13%	19%	18%	25%	27%
Philippines	12%	13%	11%	12%	12%
Laos	10%	8%	9%	6%	4%
Bangladesh	6%	10%	13%	12%	10%
Burma	5%	10%	9%	8%	4%
Other	19%	-	10%	6%	10%
Don't know	15%	16%	8%	1%	12%

Question 2. (continued)

Question 2	2012	2011	2010	2008	2007
<b>Africa</b>					
Ethiopia	28%	31%	33%	39%	37%
Sudan	27%	25%	22%	26%	22%
Somalia	19%	15%	19%	18%	20%
Zimbabwe	13%	20%	20%	20%	13%
Kenya	12%	10%	10%	21%	9%
Uganda	12%	8%	8%	10%	8%
Nigeria	11%	9%	8%	11%	9%
Congo DRC	9%	10%	7%	7%	4%
Rwanda	6%	9%	9%	13%	7%
South Africa	6%	12%	8%	8%	12%
Other	20%	-	11%	6%	14%
Don't know	23%	15%	16%	1%	9%
<b>Central and South America</b>					
Mexico	30%	25%	23%	27%	22%
Brazil	23%	26%	23%	28%	22%
Peru	22%	18%	18%	21%	15%
El Salvador	8%	3%	4%	7%	6%
Bolivia	6%	12%	12%	17%	11%
Argentina	5%	8%	7%	10%	9%
Colombia	5%	18%	15%	21%	16%
Haiti	5%	10%	16%	3%	2%
Ecuador	3%	8%	6%	10%	7%
Venezuela	3%	3%	4%	3%	3%
Other	7%	4%	9%	5%	5%
Don't know	40%	19%	17%	5%	21%

Question 3. In general, do you personally think the lives of children living in developing countries have worsened, improved or have they remained unchanged over the last 10 years?

Question 3	2012	2011	2010	2008	2007
Improved	28%	17%	14%	16%	18%
Remained unchanged	40%	55%	57%	50%	49%
Worsened	27%	28%	29%	34%	33%
Don't know	5%	N/A	N/A	N/A	N/A

Question 4	2012	2011
More	62%	60%
Enough	22%	35%
Less	2%	5%
Don't know	14%	N/A

Question 4. Thinking now about the education children in Australia receive about child poverty overseas. Overall, do you personally think that Australian schools should be teaching children more or less about child poverty overseas, or are they teaching children enough about this already?

## AID EFFECTIVENESS

Question 5. Thinking about aid spending to help reduce poverty overseas. Please tell me whether you personally think each of the following should be a major focus, a minor focus or not a focus of aid spending to help reduce poverty overseas.

Question 5	Major focus	Minor focus	Not a focus	Don't know
Giving all children access to a primary education	91%	8%	1%	0%
Eradicating extreme poverty and hunger	89%	8%	2%	1%
Reducing child mortality	87%	11%	1%	1%
Combating HIV & AIDS, malaria and other diseases	86%	11%	2%	1%
Improving women's health	82%	16%	1%	1%
Ensuring environmental sustainability	68%	25%	5%	3%
Promoting gender equality and empowering women	67%	27%	4%	2%
Establishing fair trade, economic fairness and debt relief	61%	31%	4%	4%

Questions 6: And do you personally think international aid is effective or ineffective in addressing each of these. And is that very or somewhat?

Question 6	Very effective	Somewhat effective	Total effective	Somewhat ineffective	Very ineffective	Total ineffective	Don't know
<b>Improving the overall standard of living in developing countries</b>	8%	49%	<b>57%</b>	26%	10%	<b>36%</b>	6%
Combating HIV & AIDS, malaria and other diseases	13%	52%	<b>65%</b>	19%	9%	<b>28%</b>	7%
Reducing child mortality	10%	48%	<b>58%</b>	24%	9%	<b>33%</b>	9%
Improving women's health	8%	49%	<b>57%</b>	24%	7%	<b>31%</b>	12%
Giving all children access to a primary education	11%	45%	<b>56%</b>	26%	8%	<b>34%</b>	10%
Eradicating extreme poverty and hunger	7%	43%	<b>50%</b>	29%	17%	<b>46%</b>	5%
Ensuring environmental sustainability	6%	36%	<b>42%</b>	31%	18%	<b>49%</b>	10%
Establishing fair trade, economic fairness and debt relief	4%	38%	<b>42%</b>	30%	15%	<b>45%</b>	12%
Promoting gender equality and empowering women	5%	34%	<b>39%</b>	31%	19%	<b>50%</b>	11%

Question 7	2012
0%	-
Less than 11%	10%
From 11% to less than 21%	12%
From 21% to less than 31%	15%
From 31% to less than 41%	13%
From 41% to less than 51%	21%
From 51% to less than 61%	9%
From 61% to less than 71%	8%
From 71% to less than 81%	6%
From 81% to less than 91%	1%
From 91% to 100%	1%
Don't know/unsure	6%
<b>Average of all responses</b>	<b>41%</b>

Question 7. Now about the percentage of international aid that is used effectively to help the intended recipients. Just based on your best guess, as a percentage from 0 to 100%, what percentage of all international aid would you personally estimate is used effectively to help the intended recipients?

Question 8. And now about countries where poverty levels have been reduced over the last 20 years. Please tell me which one of the following three factors you personally think has been the most important in helping to reduce poverty levels over the last 20 years, or have none of them been important?

Question 8	2012
Political stability	37%
International aid	31%
Economic growth	14%
All three equally important	8%
None important	2%
Two equally important	5%
Poverty has not been reduced anywhere	1%
Don't know	3%

## HOW AID MONEY SHOULD BE SPENT

Question 9. About the way money given to charities is spent. I am going to walk you through a practical example of aid being delivered to a child in a developing country. At each stage of the process I am going to ask whether you would agree or disagree with having the money you personally give to charity go towards that cost.

Question 9	Agree	Disagree	Don't know
A: Helping pay for a measles vaccine for a toddler in a developing country	96%	3%	1%
B: Helping pay the salary of a nurse, who gives the toddler in a developing country their measles vaccination	89%	9%	2%
C: Helping pay the shipping costs to get the measles vaccine to the developing country where the toddler lives	72%	26%	2%
D: Helping pay the salary of an accountant, who works in the developing country office of the charity that is administering the vaccine to the toddler	55%	38%	7%
E: Helping pay the cost of running an office in Australia, where the charity has its headquarters and raises funds	59%	35%	7%
F: Helping pay for television advertising for the charity, to raise awareness of the need for immunisation programs for children in developing countries and to seek donations from the Australian public	58%	38%	4%
G: Helping pay the salary of the CEO at the charity's head office in Australia	34%	60%	5%

## AID FUNDING

Question 10. In general, do you think overall spending on international aid should increase, decrease or stay the same?

Question 10	2012	2011	2010
Increase	46%	44%	56%
Stay the same	38%	45%	36%
Decrease	8%	11%	8%
Don't know	7%	N/A	N/A



Question 11. In order to increase spending on international aid would you personally prefer the government either raise taxes, including raising your own taxes or cut other areas of government spending? Or both. Or neither? [Asked only of those saying 'Increase' in 10]

Question 11	[461 respondents]
Cut other areas of government spending	42%
Both	26%
Raise taxes	14%
Neither	13%
Don't know	4%

Question 12. Do you personally think the following groups should give more, same or less to international aid programs?

Question 12	Australian businesses				The Australian government				Australian individuals			
	2012	2011	2010	2008	2012	2011	2010	2008	2012	2011	2010	2008
More	53%	47%	60%	69%	40%	28%	44%	55%	38%	26%	39%	37%
The same	32%	39%	31%	7%	43%	46%	43%	12%	44%	57%	52%	13%
Less	6%	14%	9%	24%	12%	26%	13%	33%	8%	17%	9%	50%
Don't know	9%	N/A	N/A	N/A	5%	N/A	N/A	N/A	10%	N/A	N/A	N/A

Question 13. You said Australian businesses should give more to international aid programs. Do you personally agree or disagree each of the following business sectors should donate more to international aid programs? [Asked only of those saying 'more' to 'Australian business' in 12: 527 respondents]

Question 13	Banking and financial services	Mining	Media	Telecomms	Building & construction	Manufacturing	Tourism	Agriculture
Agree	93%	89%	82%	79%	63%	54%	49%	34%
Disagree	4%	8%	12%	13%	30%	38%	42%	59%
Don't know	4%	4%	6%	8%	7%	8%	9%	7%

## INDIVIDUAL GIVING

Question 14. Have you personally made a donation to any charity in the last year – as many people do, but many do not?

Question 14	2012
Yes	83%
No	17%
Don't know	1%

Question 15. And do you personally try to donate more money to charities doing work in Australia or more money to charities doing work in developing countries overseas, or do you try to give the same amount of money to both? [Asked only of those saying 'Yes' in 14]

Question 15	[892 respondents]
More to charities working in Australia	47%
More to charities working in developing countries overseas	18%
Same amount to both	32%
Don't know	3%

Question 16. Now I am going to read out a few statements about donating to charities. Please tell me whether or not each one applies to you personally. IF YES: Is that a lot or a little? [Asked only of those saying 'Yes' in 14]

Questions 16 [892 respondents]	When there is an emergency like a natural disaster, I like it when the Australian government suggests the best charities for me to give to	I only make donations to charities working overseas when there has been an emergency such as the Haiti earthquake	I'm not familiar with charities working overseas, so don't know which charities to give to	I only make donations to charities working here in Australia when there has been an emergency like the Queensland floods
Yes, a lot	35%	13%	11%	14%
Yes, a little	29%	23%	22%	16%
<b>Total yes</b>	<b>64%</b>	<b>36%</b>	<b>33%</b>	<b>30%</b>
No, does not apply	35%	64%	65%	70%

Question 17. Is there a developing country you personally would definitely make a donation to and is there a developing country you would definitely not make a donation to? IF YES: And which country is that?

Question 17	Definitely make a donation to...		
	2012 (446 respondents)	2011	2010
Africa	23%	N/A	N/A
Ethiopia	6%	14%	11%
Cambodia	5%	6%	7%
India	5%	8%	7%
Indonesia	4%	5%	4%
Kenya	4%	N/A	N/A
Somalia	4%	4%	3%
Sudan	4%	9%	5%
Australia	3%	N/A	N/A
Other	38%	N/A	N/A
Don't know	4%	N/A	N/A

Question 17. (continued)

Question 17	Definitely NOT make a donation to...		
	2012 (247 respondents)	2011	2010
Zimbabwe	11%	7%	9%
North Korea	10%	N/A	N/A
China	7%	10%	10%
India	7%	7%	6%
Africa	5%	N/A	N/A
Indonesia	5%	8%	5%
Afghanistan	3%	5%	4%
Colombia	3%	N/A	N/A
Uganda	3%	N/A	N/A
Somalia	3%	N/A	N/A
Other	40%	N/A	N/A
Don't know	7%	N/A	N/A

Question 18. And do any of the following reasons explain why you personally would definitely not make a donation to [COUNTRY]? [Asked only of those saying 'definitely not' in 17]

Question 18 [247 respondents]	The government of [COUNTRY] is too corrupt	[COUNTRY] is already wealthy enough to look after itself	I don't feel I know enough about [COUNTRY]	I just don't particularly like [COUNTRY]
Yes	89%	36%	21%	10%
No	6%	60%	74%	87%
Don't know	5%	4%	5%	3%

## CHILD SURVEY

### CHILD POVERTY

Question 1: In which region do you personally think children face the greatest levels of poverty and hardship?

Question 1	2012	2011	2010
Africa	81%	92%	92%
Asia-Pacific	6%	6%	4%
Central & South America	3%	2%	4%
Unsure	10%	N/A	N/A

Question 2: And do you personally think the lives of children in poor countries are getting better or worse, or has there been no real change?

Question 2	2012	2011	2010
Better	12%	11%	4%
No change	38%	41%	40%
Worse	33%	49%	56%
Unsure	17%	N/A	N/A

Question 3: And do you think that Australian children should be taught more, the same or less about poor countries and international aid in school?

Question 3	2012	2011
Should be taught more	50%	57%
Should be taught the same as now	40%	40%
Should be taught less	3%	4%
Unsure	7%	N/A

## AID EFFECTIVENESS

Question 4: Now please rank the following issues for children in developing countries in terms of how important you personally think they are. Please say which is the most important issue, which is the second most important issue and which is the third most important issue. You may rank two or more issues of equal importance if you want.

Question 4	Most important	Top 3 most important issues
Making sure there is enough food for everyone	31%	70%
Making sure no-one lives in poverty	21%	53%
Reducing to a minimum the number of children who die	14%	36%
Making sure all children have the chance to go to primary school	9%	36%
Making sure governments around the world work together and support each other	7%	27%
Looking after the environment	7%	23%
Making sure medicine is available to anyone who has AIDS, malaria and other serious diseases	7%	39%
Making sure girls have the same opportunities in life as boys	5%	15%

Question 5: And how effective do you personally think aid is in reducing poverty for children in overseas countries?

Question 5	2012
Very effective	7%
Somewhat effective	18%
<b>Total effective</b>	<b>25%</b>
Somewhat ineffective	51%
Very ineffective	12%
<b>Total ineffective</b>	<b>63%</b>
Unsure	12%

#Before 2012 this question used a 1-5 scale where 1 was not effective and 5 was extremely effective. As such, results are not directly comparable.

## AID FUNDING

Question 6: Do you personally think Australians should give more money, less money or the same amount of money we give now to help children in poor countries?

Question 6	2012
More	42%
The same	40%
Less	7%
Unsure	10%

Question 7: You indicated you think Australians should give more money to help children in poor countries. Do you personally think each of the following is a very good reason, a somewhat good reason or not a good reason at all, why Australians should give more money to help children in poor countries? [Asked only of those saying 'More' in 6 above]

Question 7 [85 respondents]	It is the right thing to do	Australians are rich enough to be able to give some money to help children in poor countries	The Australian government is not giving enough money to poor countries so Australians should increase the amount of money they give	Australians might be poor one day and need other countries to help us
A very good reason	78%	66%	45%	32%
A somewhat good reason	20%	25%	36%	36%
Not a good reason at all	3%	7%	12%	31%
Unsure	-	2%	7%	1%

Question 8: You indicated you think Australians should give less money to help children in poor countries. Do you personally think each of the following is a very good reason, a somewhat good reason or not a good reason at all, why Australians should give less money to help children in poor countries? [Asked only of those saying 'Less' in 6 above]

Question 8 [15 respondents]	Australians should give their money to help poor people in Australia before they give their money to help children in poor countries	Most of the money given to help children in poor countries doesn't actually get through to them	People in poor countries should help themselves, not rely on money from Australians	Australians aren't rich enough to have spare money to help children in poor countries
A very good reason	92%	59%	26%	21%
A somewhat good reason	-	41%	48%	52%
Not a good reason at all	8%	-	26%	27%

## CHILD-SPECIFIC QUESTIONS

Question 9: Do you personally think that it is important or not important for people in Australia to try and do something to reduce the number of children overseas who grow up in poverty?

Question 9	2012
Yes, it is important	87%
No it is not important	6%
Unsure	7%

Question 10: And do you personally agree or disagree it is important for people in Australia to try and do something to reduce the number of children overseas who grow up in poverty for any of these reasons? [Asked only of those saying 'Yes' in 9: 175 respondents]

Question 10	Because no child anywhere should grow up in poverty	Because people in Australia are rich enough to be able to give some money to help poor children overseas	Because Australians have a lot of skills that could be used to help people in poor countries escape poverty
Agree	95%	90%	63%
Disagree	2%	3%	24%
Unsure	3%	7%	13%

*Question 11: Thinking about the lives of children living in poor countries. Comparing your life with the lives of children in poor countries, do you personally think the lives of children in poor countries are generally ...?*

<b>Question 11</b>	<b>2012</b>
A lot better than your life	2%
A little better than your life	1%
<b>Total better</b>	<b>3%</b>
The same as your life	2%
A little worse than your life	6%
A lot worse than your life	89%
<b>Total worse</b>	<b>95%</b>
Unsure	1%

*Question 12: Where you get your information about children in poor countries. Do you personally learn about children in poor countries from any of these sources? (multiple responses allowed)*

<b>Question 12</b>	<b>2012</b>	<b>2011</b>
TV	73%	45%
School	71%	82%
Parents and grandparents	52%	59%
Internet	36%	7%
Newspapers	23%	26%
Friends	15%	19%
Magazines	14%	3%
Travel	10%	13%
Other	7%	N/A
None of these	2%	N/A
Unsure	1%	N/A

*Question 13. Of these sources can you please rank them from 1 to X, with 1 being the source you personally learn the most about children in poor countries from and X being the source you learn the least about children in poor countries from. [If more than one source selected in 12]*

<b>Question 13</b>	<b>% rating it 1</b>	<b>Mean rating</b>
TV	32%	4.1
School	31%	4.3
Parents and grandparents	20%	5.9
Internet	4%	7.5
Other	4%	N/A
Newspapers	2%	8.4
Friends	1%	9.1
Magazines	1%	9.2
Travel	fewer than 0.5%	9.3

Question 14. Which of these worldwide problems do you personally think are most important? Place a 1 against the problem you personally think is the biggest problem, then a 2 for the second-biggest problem, then a 3 for the 3rd then 4, 5, 6, 7, 8, with 8 being the smallest problem. You can rank more than one problem at the same importance, eg two problems could be ranked as '3'.

Question 14	2012 Mean	2012 % rating it 1	2011 % rating it 1	2010 % rating it 1
War	3.3	31%	60%	62%
Child poverty	3.5	24%	65%	68%
Terrorism	3.5	19%	63%	52%
Refugees / human rights	4.2	11%	31%	33%
Climate change	4.8	9%	38%	34%
The current global financial crisis	4.9	8%	26%	19%
HIV and AIDS	5.1	6%	21%	28%
Religious extremism	5.1	9%	24%	24%

#In 2011 and 2010 more than one response option could be rated first.

Question 15: Below are some reasons other people have given to explain why there are so many poor children living in countries overseas. For each one please indicate whether you personally agree or disagree it is a reason why there are so many poor children living in countries overseas:

Question 15	War	They live in countries with bad governments	A lack of natural resources like water, farming land, forests and mines	The current global financial crisis	Rich countries, like Australia, don't give enough money to poor countries	People in poor countries don't work hard enough
Agree	88%	82%	81%	38%	31%	12%
Disagree	5%	8%	13%	39%	57%	82%
Unsure	7%	10%	7%	22%	12%	5%

Question 16: Which of the following do you personally think is the best way to help children overseas who are growing up in poverty? And which is the second best? And which is the third best?

Question 16	Best way	Top three best
Make sure all children have enough food and water	48%	87%
Make sure the governments of poor countries do more to help the children in their country	25%	52%
Make sure all children have medicines and healthcare when they need it	12%	73%
Make sure all children are allowed to go to school	6%	46%
Make sure their parents can earn enough money to look after them	6%	30%
Make sure children living in poverty can come to live in Australia if they want	2%	11%
Other	1%	2%

