

GLOBAL ATTITUDES TOWARDS THE EARLY YEARS

U.S. Version

March 2021

GAME CHANGERS



1.

THE IMPORTANCE OF THE EARLY YEARS

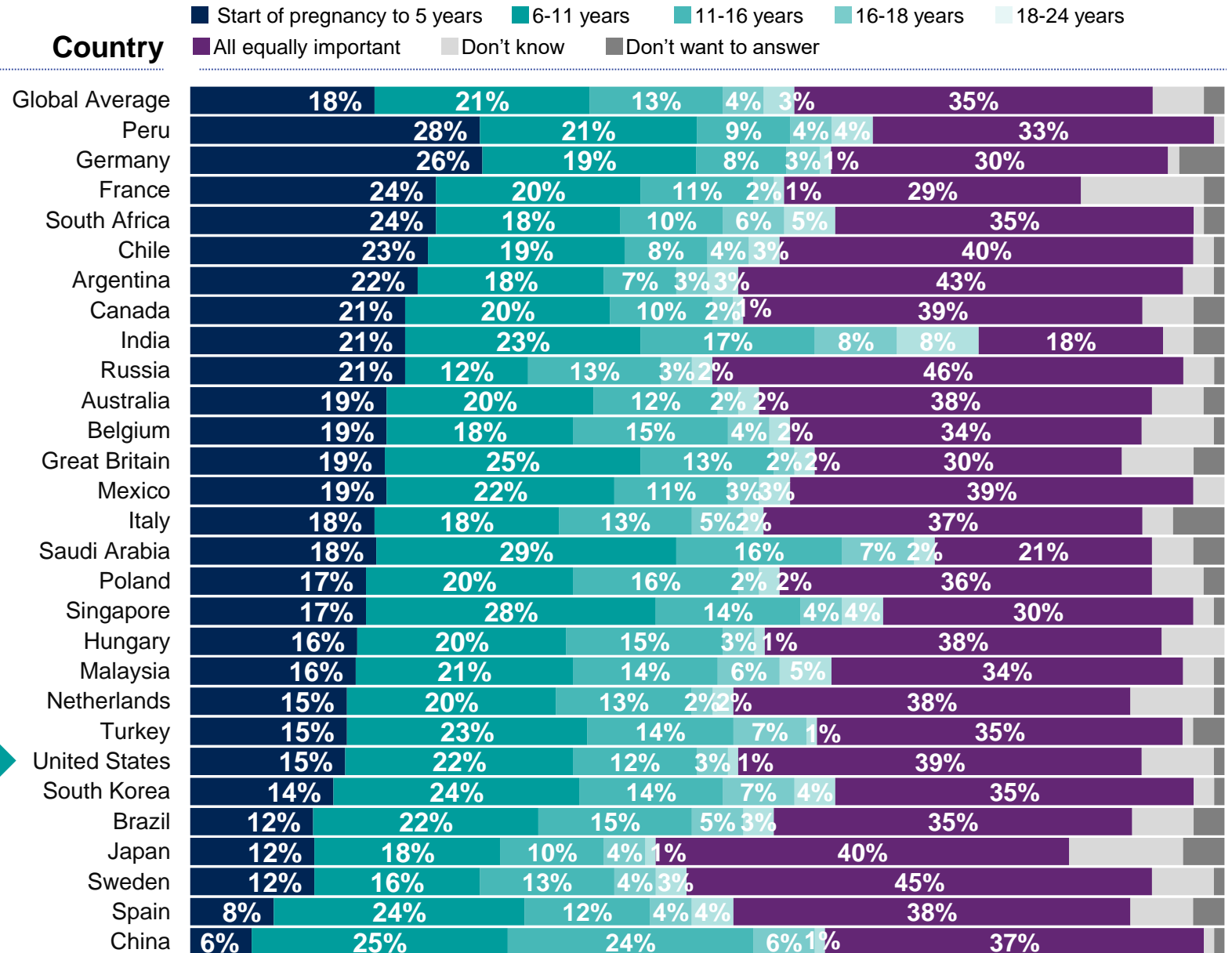
Q1. Which period of a child and young person's life do you think is the most important for health and happiness in adulthood?

There is scientific consensus that the period from conception to age 5 is critical in providing the foundation for future physical and mental health, as well as overall wellbeing and productivity. Our research shows that this is not recognized globally.

Only an average of 18% of adults across 28 countries, including 15% in the U.S., believe that the period from conception to age 5 is most important for health and happiness in adulthood. Americans are more likely to say all periods between conception to age 24 are equally important (39%) or to select the period spanning ages 6 to 11 (22%).

Base: All respondents (23,004)

Country



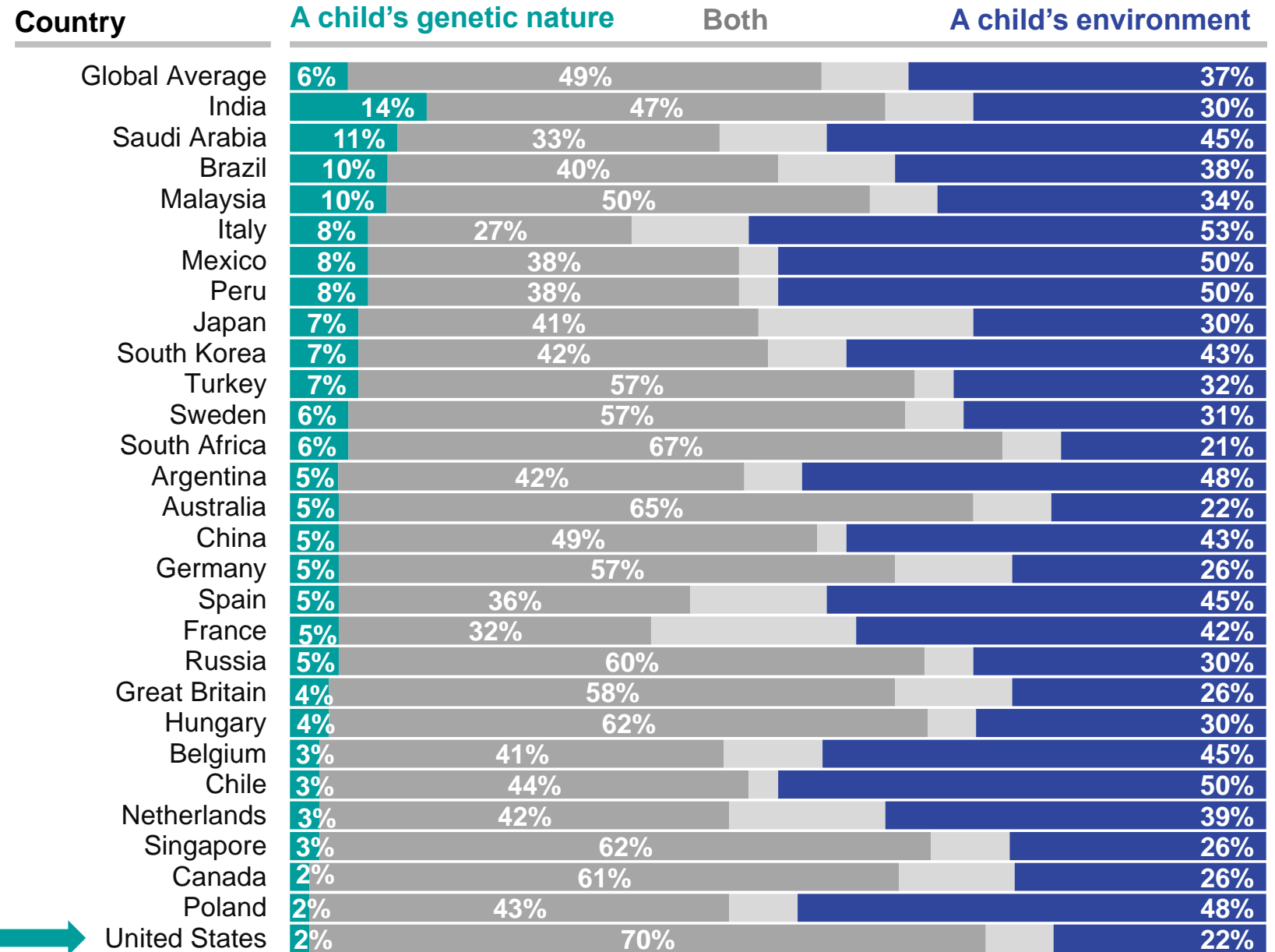
Q.

Q2. Which of the following is closest to your opinion of what influences how children develop from the start of pregnancy to age 5?

Among all countries, the U.S. shows both the smallest proportion of people who believe that children's development from the start of pregnancy is wholly determined by their genes (2% vs. a global average of 6%) and the second-smallest proportion saying it is determined by their environment (22% vs. a global average of 37%).

Compared with people in all other countries surveyed, Americans are those most likely to believe that both their genetic makeup ("nature") and their environment ("nurture") shape how children develop (70% vs. a global average of 49%).

Base: All respondents (23,004)



2.

THE ROLE OF WIDER SOCIETY

Q.

Q3. Which of these statements is closest to your opinion?

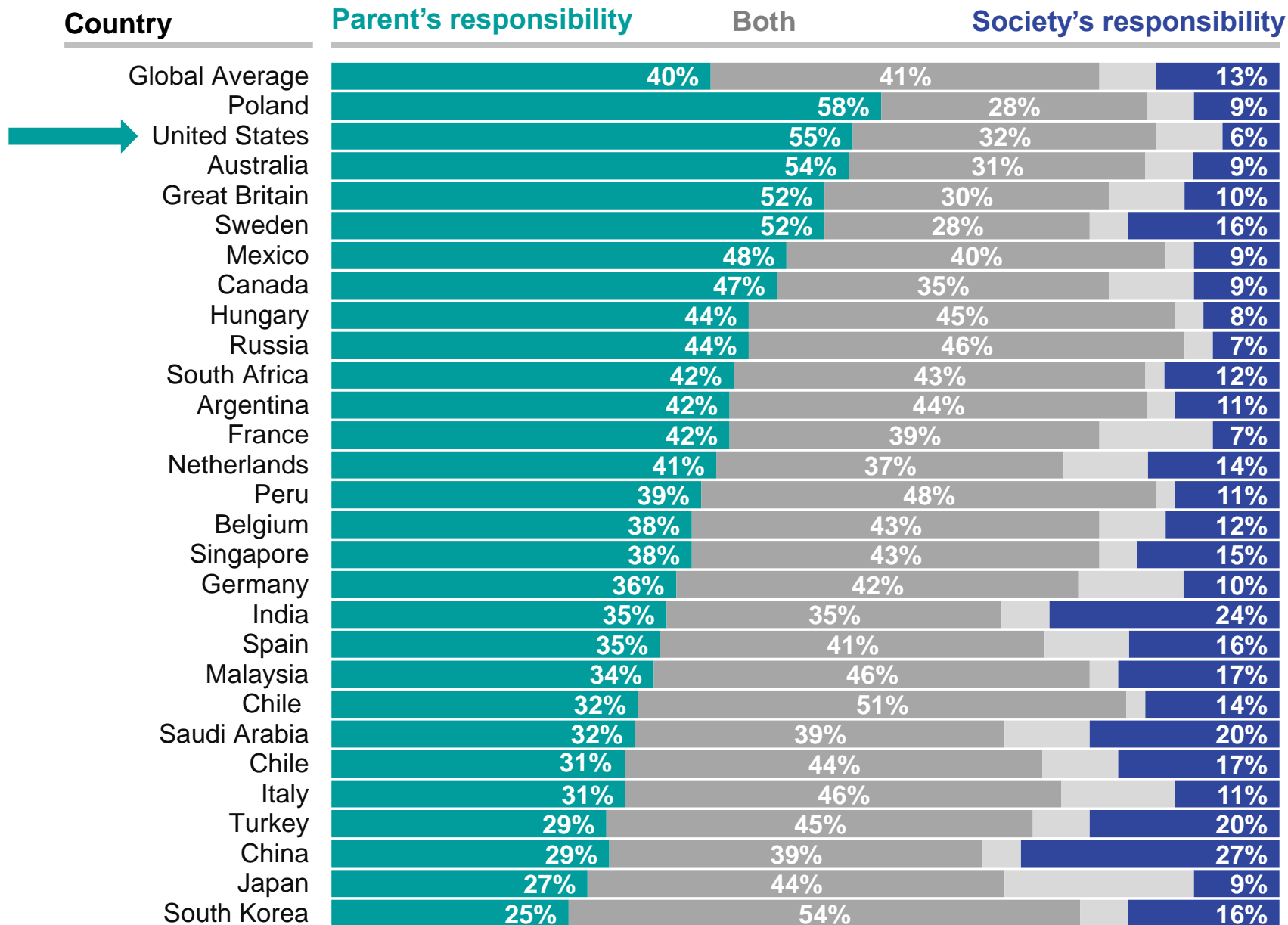
■ It is mostly the responsibility of parents to give children aged 0-5 the best chance of health and happiness

■ Parents and society are equally responsible for giving children aged 0-5 the best chance of health and happiness

■ It is mostly the joint responsibility of everyone in society to give children aged 0-5 the best chance of health and happiness

55% percent of Americans believe it is primarily the responsibility of parents to give children the best chance of health and happiness, the second-highest proportion of any country survey.

Base: All respondents (23,004)



Technical note

These are the results of a 28-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 23,004 adults aged 18-74 in Singapore, 18-74 in the United States, Canada, Malaysia, South Africa and Turkey, 21-74 in Singapore and 16-74 in 22 other markets between **December 23, 2020 and January 8, 2021**.

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain and the U.S., and 500 individuals in each of Argentina, Chile, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden and the U.S. can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, Chile, mainland China, India, Israel, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should

be viewed as reflecting the views of the more “connected” segment of their population.

The data is weighted so that each country’s sample composition best reflects the demographic profile of the adult population according to the most recent census data.

The “Global Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.

Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

ABOUT IPSOS

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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

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So that our clients can act faster, smarter and bolder.

Ultimately, success comes down to a simple truth:

You act better when you are sure.

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