



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Ipsos What the Future: Parenting Survey

#### Topline Findings

**New York, February 26, 2024** — *These are the findings of an Ipsos poll conducted between January 18 – 22, 2024, for the [What the Future: Parenting issue](#). For this survey, a sample of 1,350 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.3 percentage points for all respondents.*

**For full results, please refer to the following annotated questionnaire:**

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**GAME CHANGERS**





## PUBLIC POLL FINDINGS AND METHODOLOGY

### Full Annotated Questionnaire

1. Which of the following statements applies to you, if any?

*Base: Not a parent of a child under 18*

	<b>Total (N=850)</b>
I am a parent of adult children (over 18) who live elsewhere	36%
I am a parent of adult children (over 18) who live with me	9%
I am not currently a parent, but I plan to have children in the future	18%
I do not have any children and do not plan to	39%

2. At approximately what age do you feel it is appropriate for children to do each of the following? Please write a number between 1 and 17 in the box below.

#### Mean Summary

	<b>Total (N=1,350)</b>
Walk or bike to school alone	12.2
Have a smart phone	12.6
Walk or bike to other places, besides school, alone (i.e., parks, friend's homes, movie theaters, etc.)	12.6
Begin dating	14.9
Be sexually active	14.9
Get a job	15



## PUBLIC POLL FINDINGS AND METHODOLOGY

3. [IF PARENT OF CHILD UNDER 18] Which of the following topics do you find the most worrying as a parent for raising your children? Select up to three.

[IF “I am not currently a parent, but I plan to have children in the future” SELECTED IN Q1] Which of the following topics do you find the most worrying when thinking about possibly raising children in the future? Select up to three.

	<b>Total (N=614)</b>
Mental health	37%
Bullying	35%
Sexualization of children	32%
Kidnappers/trafficking	28%
Physical safety at school	27%
The impacts of technology	22%
Moral decline	20%
The values they learn in school	19%
The spread of misinformation online	15%
Racial tensions	12%
How to afford higher education	10%
Rise of extremism	8%
Access to affordable childcare	7%
Childhood obesity	7%
Climate change	6%
Other	1%
None of the above	1%

4. What sources of advice did you consider when thinking about how to raise your kids? Select all that apply.

*Base: Parent of a child under 18*

	<b>Total (N=500)</b>
Other family members	62%
Friends	53%
Pediatricians/ doctors	53%
Books, podcasts, and reference materials	40%
Internet search engines	28%
Social media groups	22%
Short-form videos (i.e., TikTok, YouTube)	16%
Influencers	11%
Artificial intelligence chatbots (like ChatGPT)	9%
Other	5%



## PUBLIC POLL FINDINGS AND METHODOLOGY

5. Which of the following tech devices, if any, do your kids have access to at home (even if it's school-provided)? Select all that apply.

*Base: Parent of a child under 18*

	<b>Total (N=500)</b>
Smartphone	67%
Tablet	64%
Laptop/Chromebook	63%
Gaming console	62%
Desktop computers	30%
Other basic call-and-text mobile phones	5%
My children do not have access to any tech devices	4%

6. In what ways, if any, do you manage technology access for your children in your home? Select all that apply.

*Base: Parent of a child under 18 and did not select "My children do not have access to any tech devices" in Q5*

	<b>Total (N=478)</b>
Limit screentime	56%
Limit/filter the sites they can visit	50%
Limit the games they are able to play	47%
Limit the amount of time they can be on social media	41%
Use some sort of screentime manager (through the device, an app, or other software)	30%
Limit contacts	25%
Other	1%
I do not manage or limit their technology access	12%



## PUBLIC POLL FINDINGS AND METHODOLOGY

7. Thinking about the next five to ten years, do you think the following will get better, worse, or stay the same? To what extent do you agree or disagree with the following statements?

Base: Parent of a child under 18

### Total Agree Summary

	Total (N=500)
Monitoring a child's screen time is an important job for a parent	88%
Monitoring a child's online or social media behavior is an important job for a parent	87%
[DID NOT SELECT IF 'I DO NOT MANAGE OR LIMIT THEIR TECHNOLOGY ACCESS' IN Q6] I am effectively managing my child(ren)'s use of technology	83%
Children today spend too much time online and aren't learning real social skills	78%
It is overwhelming raising a child in our current age of technology	70%
I trust my child(ren) to make their own choices about their online or social media behavior	55%

- a. Monitoring a child's screen time is an important job for a parent

	Total
Strongly agree	50%
Somewhat agree	38%
Neither agree nor disagree	8%
Somewhat disagree	3%
Strongly disagree	2%
<b>Agree (Net)</b>	<b>88%</b>
<b>Disagree (Net)</b>	<b>4%</b>

- b. Monitoring a child's online or social media behavior is an important job for a parent

	Total
Strongly agree	53%
Somewhat agree	34%
Neither agree nor disagree	9%
Somewhat disagree	1%
Strongly disagree	2%
<b>Agree (Net)</b>	<b>87%</b>
<b>Disagree (Net)</b>	<b>4%</b>

## PUBLIC POLL FINDINGS AND METHODOLOGY

7. Thinking about the next five to ten years, do you think the following will get better, worse, or stay the same? To what extent do you agree or disagree with the following statements? (*Continued*)

c. It is overwhelming raising a child in our current age of technology

	<b>Total</b>
Strongly agree	32%
Somewhat agree	38%
Neither agree nor disagree	16%
Somewhat disagree	11%
Strongly disagree	3%
<i>Agree (Net)</i>	<i>70%</i>
<i>Disagree (Net)</i>	<i>14%</i>

d. [DID NOT SELECT IF 'I DO NOT MANAGE OR LIMIT THEIR TECHNOLOGY ACCESS' IN Q6] I am effectively managing my child(ren)'s use of technology

	<b>Total (N=412)</b>
Strongly agree	34%
Somewhat agree	49%
Neither agree nor disagree	12%
Somewhat disagree	4%
Strongly disagree	*
<i>Agree (Net)</i>	<i>83%</i>
<i>Disagree (Net)</i>	<i>5%</i>

e. I trust my child(ren) to make their own choices about their online or social media behavior

	<b>Total</b>
Strongly agree	17%
Somewhat agree	38%
Neither agree nor disagree	19%
Somewhat disagree	14%
Strongly disagree	12%
<i>Agree (Net)</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>26%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

7. Thinking about the next five to ten years, do you think the following will get better, worse, or stay the same? To what extent do you agree or disagree with the following statements? (*Continued*)

f. Children today spend too much time online and aren't learning real social skills

	<b>Total</b>
Strongly agree	36%
Somewhat agree	42%
Neither agree nor disagree	15%
Somewhat disagree	6%
Strongly disagree	1%
<i>Agree (Net)</i>	<i>78%</i>
<i>Disagree (Net)</i>	<i>7%</i>

8. When thinking about possible tensions you may have with your child(ren), which of the following are the top issues in your household? Please select up to three issues.

*Base: Parent of a child ages 12 – 17*

	<b>Total (N=265)</b>
Time spent on screens	38%
Getting them to do their chores/help around the house	35%
Getting them to eat healthy	27%
Who they hang out with	24%
The way technology is being used	23%
Getting them to do their homework	20%
Becoming sexually active	18%
Drugs and alcohol usage	17%
Managing their allowance/finances	14%
Interpersonal issues with their friends/classmates	12%
Dressing appropriately	10%
Racial tensions with friends/classmates	7%
Curfew	4%
None of the above	7%

## PUBLIC POLL FINDINGS AND METHODOLOGY

9. When thinking about feeding your kids, how much do you agree or disagree with the following:

*Base: Parent of a child under 18*

### Total Agree Summary

	<b>Total (N=500)</b>
My child(ren) love trying new foods	59%
It's easy to get my child(ren) to eat nutritious, well-balanced foods	54%
My child(ren) are picky eaters	54%
I have to manage multiple food requirements or preferences to satisfy each member of my family	53%
My child(ren) eat too many desserts/sweets	44%

- a. I have to manage multiple food requirements or preferences to satisfy each member of my family

	<b>Total</b>
Strongly agree	17%
Somewhat agree	36%
Neither agree nor disagree	21%
Somewhat disagree	18%
Strongly disagree	8%
<i>Agree (Net)</i>	<b>53%</b>
<i>Disagree (Net)</i>	<b>26%</b>

- b. It's easy to get my child(ren) to eat nutritious, well-balanced foods

	<b>Total</b>
Strongly agree	16%
Somewhat agree	38%
Neither agree nor disagree	23%
Somewhat disagree	17%
Strongly disagree	6%
<i>Agree (Net)</i>	<b>54%</b>
<i>Disagree (Net)</i>	<b>23%</b>

## PUBLIC POLL FINDINGS AND METHODOLOGY

9. When thinking about feeding your kids, how much do you agree or disagree with the following:  
(Continued)

c. My child(ren) love trying new foods

	<b>Total</b>
Strongly agree	21%
Somewhat agree	38%
Neither agree nor disagree	18%
Somewhat disagree	17%
Strongly disagree	6%
<i>Agree (Net)</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>23%</i>

d. My child(ren) are picky eaters

	<b>Total</b>
Strongly agree	20%
Somewhat agree	34%
Neither agree nor disagree	19%
Somewhat disagree	19%
Strongly disagree	7%
<i>Agree (Net)</i>	<i>54%</i>
<i>Disagree (Net)</i>	<i>26%</i>

e. My child(ren) eat too many desserts/sweets

	<b>Total</b>
Strongly agree	12%
Somewhat agree	33%
Neither agree nor disagree	25%
Somewhat disagree	22%
Strongly disagree	8%
<i>Agree (Net)</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>30%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

10. When thinking about the cost of raising children, how much do you agree or disagree with the following:

### Total Agree Summary

	Total
The cost of raising kids is higher now than when I was growing up	88%
[ASKED IF "I am not currently a parent, but I plan to have children in the future" SELECTED IN Q1] I want to be a parent, but I'm concerned about the cost of raising a child	72%
Kids sports and extracurricular activities are not accessible to everyone, due to cost	72%
The government should provide free early childhood education for all preschoolers	64%
Finances play[ed] a role in the number of children I have / want to have	51%
I'm not sure how I will be able to afford my child's education after high school	39%

a. The cost of raising kids is higher now than when I was growing up

	Total
Strongly agree	67%
Somewhat agree	21%
Neither agree nor disagree	10%
Somewhat disagree	1%
Strongly disagree	1%
<b>Agree (Net)</b>	<b>88%</b>
<b>Disagree (Net)</b>	<b>2%</b>

b. [ASKED IF "I am not currently a parent, but I plan to have children in the future" SELECTED IN Q1] I want to be a parent, but I'm concerned about the cost of raising a child

	Total (N=114)
Strongly agree	36%
Somewhat agree	36%
Neither agree nor disagree	20%
Somewhat disagree	4%
Strongly disagree	4%
<b>Agree (Net)</b>	<b>72%</b>
<b>Disagree (Net)</b>	<b>8%</b>

## PUBLIC POLL FINDINGS AND METHODOLOGY

10. When thinking about the cost of raising children, how much do you agree or disagree with the following: (*Continued*)

c. Finances play[ed] a role in the number of children I have / want to have

	<b>Total</b>
Strongly agree	25%
Somewhat agree	26%
Neither agree nor disagree	25%
Somewhat disagree	10%
Strongly disagree	14%
<i>Agree (Net)</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>25%</i>

d. Kids sports and extracurricular activities are not accessible to everyone, due to cost

	<b>Total</b>
Strongly agree	32%
Somewhat agree	40%
Neither agree nor disagree	16%
Somewhat disagree	8%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>72%</i>
<i>Disagree (Net)</i>	<i>13%</i>

e. The government should provide free early childhood education for all preschoolers

	<b>Total</b>
Strongly agree	36%
Somewhat agree	28%
Neither agree nor disagree	22%
Somewhat disagree	7%
Strongly disagree	7%
<i>Agree (Net)</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>14%</i>

f. I'm not sure how I will be able to afford my child's education after high school

	<b>Total</b>
Strongly agree	19%
Somewhat agree	19%
Neither agree nor disagree	35%
Somewhat disagree	11%
Strongly disagree	15%
<i>Agree (Net)</i>	<i>39%</i>
<i>Disagree (Net)</i>	<i>26%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

11. In your household, how are the household duties split?

*Base: Asked if married or currently living with partner*

	<b>Total (N=712)</b>
I do the majority	24%
I do slightly more than my spouse/partner	20%
Equal split	39%
My spouse/partner does slightly more than me	12%
My spouse/partner does the majority	5%
<i>Does more than partner (Net)</i>	<b>44%</b>
<i>Partner does more (Net)</i>	<b>17%</b>

12. How satisfied, if at all, are you with the average amount of time you have for yourself (e.g., for hobbies, self-care, exercise)?

	<b>Total</b>
Very satisfied	38%
Somewhat satisfied	47%
Not very satisfied	12%
Not at all satisfied	3%
<i>Satisfied (Net)</i>	<b>85%</b>
<i>Not Satisfied (Net)</i>	<b>15%</b>

13. As a parent, which of the following, if any, do you feel like you miss out on most specifically due to the time spent raising children?

*Base: Parent of a child under 18*

	<b>Total (N=500)</b>
Having hobbies of your own	45%
Time alone with my partner or spouse	44%
Time with your friends	36%
Time to exercise	34%
Self-care (time for medical appointments, hair appointments, etc.)	29%
Career growth	25%
Other	1%
None of these	15%

## PUBLIC POLL FINDINGS AND METHODOLOGY

14. To what extent do you agree or disagree with the following statements?

### Total Agree Summary

	Total
[ASKED IF PARENT OF CHILD UNDER 18] There are more things to worry about as a parent now than there were when I was a child	82%
Social media is harmful to children's mental health	76%
There isn't enough emphasis on physical health and nutrition in schools	68%
[ASKED IF PARENT OF CHILD AGE 5-17] I support the values that my child is learning in school	65%
Kids today should learn the same history we learned	65%
[ASKED IF PARENT OF CHILD UNDER 18] My child has a strong network of friends	63%
There is too much emphasis placed on gender and sexuality in schools	61%
[ASKED IF PARENT OF CHILD UNDER 18] I worry about my child being too isolated or lonely	52%
[ASKED IF PARENT OF CHILD UNDER 18] Video games are a positive way for my child to socialize	37%

a. Social media is harmful to children's mental health

	Total
Strongly agree	37%
Somewhat agree	39%
Neither agree nor disagree	18%
Somewhat disagree	5%
Strongly disagree	1%
<i>Agree (Net)</i>	<i>76%</i>
<i>Disagree (Net)</i>	<i>6%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

14. To what extent do you agree or disagree with the following statements? *(Continued)*

- b. [ASKED IF PARENT OF CHILD UNDER 18] Video games are a positive way for my child to socialize

	<b>Total (N=500)</b>
Strongly agree	10%
Somewhat agree	27%
Neither agree nor disagree	29%
Somewhat disagree	23%
Strongly disagree	11%
<i>Agree (Net)</i>	<b>37%</b>
<i>Disagree (Net)</i>	<b>34%</b>

- c. [ASKED IF PARENT OF CHILD UNDER 18] I worry about my child being too isolated or lonely

	<b>Total (N=500)</b>
Strongly agree	18%
Somewhat agree	34%
Neither agree nor disagree	16%
Somewhat disagree	20%
Strongly disagree	12%
<i>Agree (Net)</i>	<b>52%</b>
<i>Disagree (Net)</i>	<b>32%</b>

- d. [ASKED IF PARENT OF CHILD UNDER 18] My child has a strong network of friends

	<b>Total (N=500)</b>
Strongly agree	21%
Somewhat agree	42%
Neither agree nor disagree	25%
Somewhat disagree	9%
Strongly disagree	2%
<i>Agree (Net)</i>	<b>63%</b>
<i>Disagree (Net)</i>	<b>11%</b>

## PUBLIC POLL FINDINGS AND METHODOLOGY

14. To what extent do you agree or disagree with the following statements? (Continued)

- e. [ASKED IF PARENT OF CHILD AGE 5-17] I support the values that my child is learning in school

	<b>Total (N=425)</b>
Strongly agree	18%
Somewhat agree	46%
Neither agree nor disagree	25%
Somewhat disagree	6%
Strongly disagree	4%
<i>Agree (Net)</i>	<i>65%</i>
<i>Disagree (Net)</i>	<i>10%</i>

- f. There is too much emphasis placed on gender and sexuality in schools

	<b>Total</b>
Strongly agree	35%
Somewhat agree	26%
Neither agree nor disagree	24%
Somewhat disagree	9%
Strongly disagree	6%
<i>Agree (Net)</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>14%</i>

- g. Kids today should learn the same history we learned

	<b>Total</b>
Strongly agree	34%
Somewhat agree	31%
Neither agree nor disagree	17%
Somewhat disagree	12%
Strongly disagree	6%
<i>Agree (Net)</i>	<i>65%</i>
<i>Disagree (Net)</i>	<i>18%</i>

- h. There isn't enough emphasis on physical health and nutrition in schools

	<b>Total</b>
Strongly agree	29%
Somewhat agree	39%
Neither agree nor disagree	23%
Somewhat disagree	7%
Strongly disagree	1%
<i>Agree (Net)</i>	<i>68%</i>
<i>Disagree (Net)</i>	<i>8%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

14. To what extent do you agree or disagree with the following statements? *(Continued)*

- i. [ASKED IF PARENT OF CHILD UNDER 18] There are more things to worry about as a parent now than there were when I was a child

	<b>Total (N=500)</b>
Strongly agree	49%
Somewhat agree	33%
Neither agree nor disagree	14%
Somewhat disagree	3%
Strongly disagree	1%
<i>Agree (Net)</i>	<b>82%</b>
<i>Disagree (Net)</i>	<b>4%</b>

15. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

	<b>Total</b>
People do not have to be married or heterosexual to be good parents	81%
Only people who are married and heterosexual can be good parents	19%

	<b>Total</b>
Today's children will face more severe climate challenges in the future	74%
Today's children won't face more severe climate challenges in the future	26%

	<b>Total</b>
It will get harder to afford to have children in the future	84%
It will get easier to afford to have children in the future	16%

[ASKED IF PARENT OF CHILD UNDER 18]	<b>Total (N=500)</b>
Spending time with my children is the top goal	82%
Advancing in my career is my top goal right now	18%

## PUBLIC POLL FINDINGS AND METHODOLOGY

15. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. (*Continued*)

	<b>Total</b>
I have enough money to spend on things I want	63%
My money goes mainly to my children	37%

	<b>Total</b>
My children will have better opportunities in life than I did	71%
My children won't have better opportunities in life than I did	29%

	<b>Total</b>
I want to pass on wealth to my children	53%
My children should make their own way in life	47%

	<b>Total</b>
I consider myself less strict with my children	54%
I consider myself strict with my children	46%

	<b>Total</b>
I'm not interested in using AI tools to help me with parenting	74%
I'm interested in using AI tools to help me with parenting	26%

## PUBLIC POLL FINDINGS AND METHODOLOGY

16. Thinking about each of the following future scenarios, do you want them to happen, or not?

### Total Yes Summary

	<b>Total</b>
More children will struggle with mental health	71%
Going to a 4-year college is a good investment in a future career	69%
Today's children will have a worse climate outlook	64%
Today's children will have better economic opportunities than I had	62%
AI will make life easier	47%
Children today will grow up in a world where everyone is equal	34%

a. Today's children will have better economic opportunities than I had

	<b>Total</b>
Yes	62%
No	38%

b. Children today will grow up in a world where everyone is equal

	<b>Total</b>
Yes	34%
No	66%

c. Today's children will have a worse climate outlook

	<b>Total</b>
Yes	64%
No	36%

d. Going to a 4-year college is a good investment in a future career

	<b>Total</b>
Yes	69%
No	31%

e. AI will make life easier

	<b>Total</b>
Yes	47%
No	53%

## PUBLIC POLL FINDINGS AND METHODOLOGY

16. Thinking about each of the following future scenarios, do you want them to happen, or not?  
(Continued)

f. More children will struggle with mental health

	Total
Yes	71%
No	29%

17. Thinking again about the following future scenarios, how likely, if at all, are they to actually happen?

Total Likely Summary

	Total
More children will struggle with mental health	84%
Today's children will have a worse climate outlook	76%
Going to a 4-year college is a good investment in a future career	73%
Today's children will have better economic opportunities than I had	63%
AI will make life easier	54%
Children today will grow up in a world where everyone is equal	32%

a. Today's children will have better economic opportunities than I had

	Total
Very likely	19%
Somewhat likely	44%
Not very likely	29%
Not at all likely	8%
<b>Likely (Net)</b>	<b>63%</b>
<b>Not Likely (Net)</b>	<b>37%</b>

b. Children today will grow up in a world where everyone is equal

	Total
Very likely	9%
Somewhat likely	23%
Not very likely	48%
Not at all likely	21%
<b>Likely (Net)</b>	<b>32%</b>
<b>Not Likely (Net)</b>	<b>68%</b>

## PUBLIC POLL FINDINGS AND METHODOLOGY

17. Thinking again about the following future scenarios, how likely, if at all, are they to actually happen? (*Continued*)

c. Today's children will have a worse climate outlook

	<b>Total</b>
Very likely	36%
Somewhat likely	40%
Not very likely	16%
Not at all likely	8%
<i>Likely (Net)</i>	<i>76%</i>
<i>Not Likely (Net)</i>	<i>24%</i>

d. Going to a 4-year college is a good investment in a future career

	<b>Total</b>
Very likely	28%
Somewhat likely	45%
Not very likely	20%
Not at all likely	8%
<i>Likely (Net)</i>	<i>73%</i>
<i>Not Likely (Net)</i>	<i>27%</i>

e. AI will make life easier

	<b>Total</b>
Very likely	15%
Somewhat likely	39%
Not very likely	30%
Not at all likely	17%
<i>Likely (Net)</i>	<i>54%</i>
<i>Not Likely (Net)</i>	<i>46%</i>

f. More children will struggle with mental health

	<b>Total</b>
Very likely	39%
Somewhat likely	45%
Not very likely	13%
Not at all likely	3%
<i>Likely (Net)</i>	<i>84%</i>
<i>Not Likely (Net)</i>	<i>16%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of an Ipsos poll conducted between January 18 – 22, 2024. For this survey, a sample of 1,350 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and “river” [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2021 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.3 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,350, DEFF=1.5, adjusted Confidence Interval=+/- 4.8 percentage points).

#### For more information on this news release, please contact:

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GAME CHANGERS





## PUBLIC POLL FINDINGS AND METHODOLOGY

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