CHILD SURVIVAL CAMPAING

A GMC Survey
on middle class reactions
to child mortality rates
in eight developing countries
-
GLOBAL REPORT

Global Movement
for Children

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AGENDA

✓ Introduction and objectives

✓ Middle class population survey

✓ Leaders Interviews

✓ Main results

✓ Annex I – Questionnaires used

✓ Annex II – Middle Class definition for each country

INTRODUCTION AND OBJECTIVES

After 10 years of policy and programme efforts since the Millennium Development Goals were established, progress has been made towards the achievement of MDG-4 (see www.childinfo.org/mortality.html) However, though the rate of decline in under-five mortality increased over the past few years, it is still clearly insufficient to reach the goal by 2015. Equally importantly, child mortality is increasingly concentrated : recent data indicate that approx. 75% of child deaths occur in only 18 countries. India and Nigeria together account for nearly one third of the total number of child deaths worldwide. Therefore, the GMC encouraged social mobilization campaigns, in countries where the problem is most serious, to galvanize public opinion in order to push for a redoubling of efforts to reduce child mortality. Through a multi-level communications and grassroots activation strategy, the GMC particularly recommends engaging the middle class - a so far neglected section of the public- who might have little insight or experience in the issue, but who has influence on decision-makers by virtue of its position in the society. Middle class members can hold the Government accountable as they represent taxpayers, and often share similar backgrounds, education, cultural references or even product tastes. In addition, wealth creators (the business community), opinion formers and reflectors (people in the media), academics and students are all categories that have the ability to influence governments.

The GMC believes that by targeting this section of society and shifting their attitude towards child mortality along a continuum from "acceptable/unavoidable" to "unacceptable/solvable" will create the pressure required for Government action.

Following these objectives the GMC conducted a research to develop insights and better understand these groups attitudes and opinions towards child mortality, particularly their degree of awareness of the problem and their willingness to do something about it. It was felt that such information is clearly a pre-requisite to design any meaningful communication strategy.

The research was carried out in 8 countries : India; Cambodia; Mali; Nigeria; Kenya; Zambia; Ethiopia and Bolivia.

The presentation that follows shows the main results for all countries.

For further detail regarding results by country, specially at a regional level, please refer to the country specific report

COVERAGE

Ethiopia:
Addis Ababa
Awassa
Mekele
Arba Minch
Nazareth
Ambo
Awash
Gambella
Assosa
Jijiga

India:
Delhi
Mumbai
Chennai
Kolkata
Bangalore

Mali:
Bamako
Segou
Sikasso

Cambodia:
Phnom Penh
Battambang
Siemreap
Sihanoukville
Kampong Cham

Nigeria:
Yenagoa
Akure
Onitsha
Ilorin
Kebbi
Damaturu
Lagos
Enugu
Kano

Kenya:
Nairobi
Mombasa
Kisumu

Bolivia:
La Paz
Santa Cruz
Cochabamba

Zambia:
Lusaka
Ndola
Livingstone

MIDDLE CLASS OPINIONS

MIDDLE
CLASS
OPINIONS
-
METHODOLOGY

Methodology Specifications

Universe Middle Class

The target of study, in terms of middle class, was the population group (in many cases a minority) with formal education and professional work. The assumption is that this group has better access to media and information, and is an influential section of the public .

In all cases middle class was defined in terms of Socio economic level, and in a country by country basis according to the country context.

For further information see Annex 2 - Middle class definition by country

Data collection technique: Face to face interviews in household

Sample size: 1000 interviews were conducted in each country. Total: 8121 interviews

Sampling method: stratified probabilistic

Margin error: +4.2%

MIDDLE CLASS OPINIONS
-
GENERAL CONTEXT

Top 3 problems by country

Question: Which of the following do you think is the most important problem your country faces today?

Mali:
-Hunger
-Corruption
-Education

Ethiopia:
-Poverty
-Economic problems
-Corruption

India:
-Corruption
-Poverty
-Economic problems

Cambodia:
-Drugs
-Economic problems
-Corruption

Kenya:
-Corruption
-Poverty
-Unemployment

Nigeria:
-Corruption
-Poverty
-Economic problems

Bolivia:
-Corruption
-Crime
-Economic problems

Zambia:
-Corruption
-Unemployment
-Poverty

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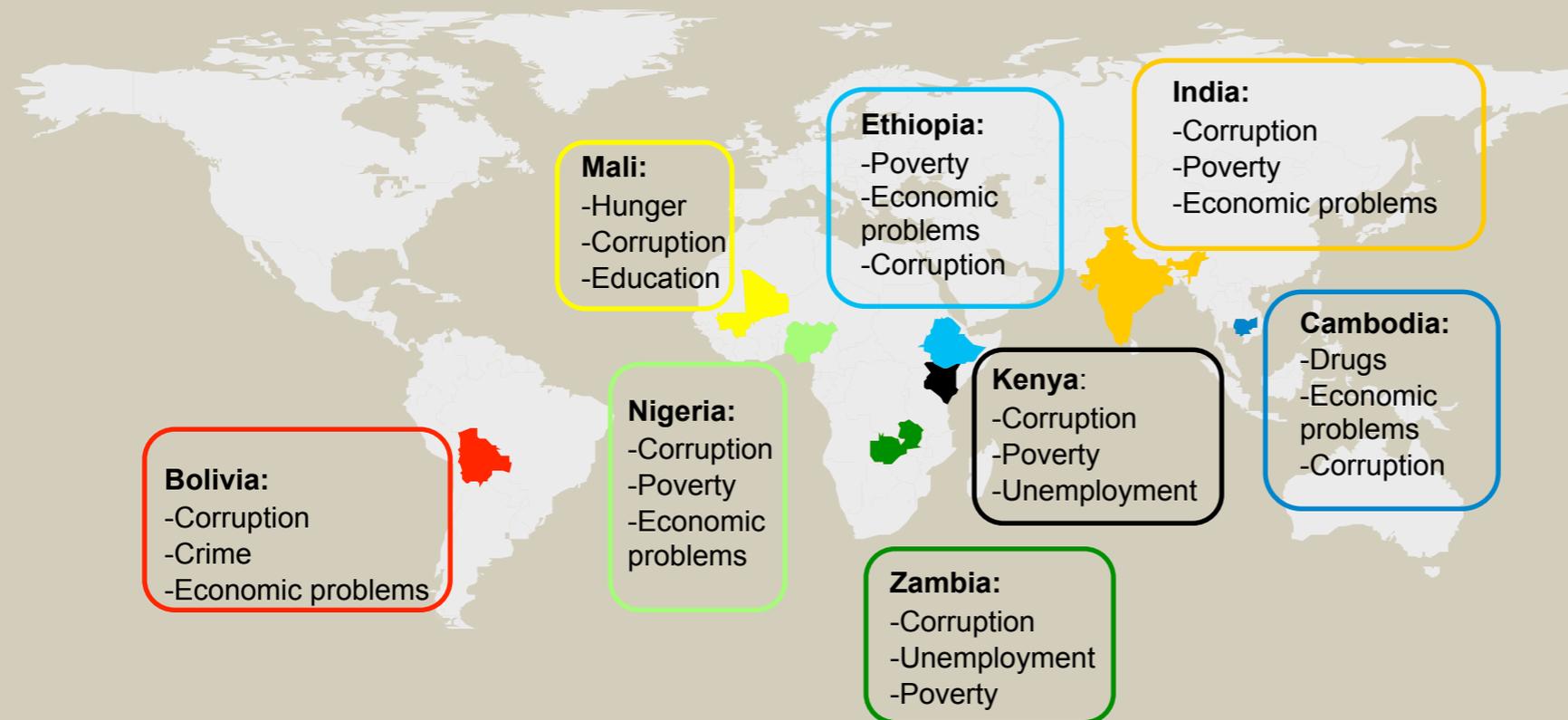
Countries' main problems

Corruption is one of the main concerns in all countries

	Zambia	Kenya	Nigeria	Mali	Ethiopia	India	Cambodia	Bolivia
Corruption	36%	30%	38%	21%	14%	32%	20%	26%
Poverty	14%	18%	14%	-	24%	14%	10%	7%
Hunger/ Not enough food	2%	7%	5%	51%	2%	2%	2%	1%
Economic problems	10%	3%	11%	3%	18%	10%	20%	9%
Unemployment	16%	16%	8%	-	6%	8%	5%	8%
Crime / Insecurity	1%	3%	4%	4%	2%	5%	2%	25%
HIV/ AIDS	11%	9%	2%	-	10%	1%	3%	1%
Drugs and drug abuse	1%	3%	2%	2%	2%	1%	26%	6%
Education	1%	1%	3%	15%	2%	6%	3%	3%
Terrorism/ internal conflicts/ human right violations	-	1%	2%	-	5%	7%	1%	5%
Child Mortality	2%	-	1%	3%	3%	8%	2%	2%
The gap between the rich and the poor	2%	4%	1%	-	3%	1%	1%	1%
Lack of democracy / lack of freedom	1%	1%	2%	-	5%	1%	1%	3%
Other health problems	1%	-	2%	-	2%	-	2%	1%
Environmental issues	1%	1%	2%	-	-	2%	2%	1%

■ Top problem by country   ■ 2nd main problem by country

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Countries' main problems

Corruption is one of the main concerns in all countries

	Zambia	Kenya	Nigeria	Mali	Ethiopia	India	Cambodia	Bolivia
Donor Countries	86%	92%	73%	74%	84%	83%	95%	72%
International Development Organizations	84%	93%	76%	74%	89%	83%	94%	66%
Hospital/ Clinics	87%	84%	84%	70%	85%	83%	93%	65%
Religious Groups / Institutions	85%	84%	85%	67%	78%	67%	73%	62%
Civil Society Organizations	78%	84%	70%	62%	78%	78%	86%	53%
Schooling System	85%	81%	74%	49%	68%	76%	94%	53%
Press	79%	82%	67%	50%	62%	72%	87%	47%
National Government	66%	65%	71%	54%	74%	80%	93%	35%
Major Companies	62%	71%	55%	48%	65%	59%	68%	42%
The Civil Service	60%	44%	58%	43%	68%	67%	69%	38%
Labor Unions	48%	48%	55%	30%	60%	55%	70%	14%
Armed Forces / The Military	39%	48%	41%	39%	51%	65%	71%	24%
The Justice System	51%	31%	52%	34%	62%	61%	52%	21%
The Police	36%	24%	21%	27%	64%	42%	66%	22%
Political Parties	35%	27%	32%	16%	34%	34%	49%	9%

■ % below 50%

Basis: Middle class population in each country

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Trust in DONOR COUNTRIES

Question: Could you please tell me how much confidence you have in each of the following? Would you say you have a lot of confidence, some confidence, not much confidence or no confidence at all?

	A lot of confidence	Some confidence	DK / NA	Not much confidence	No confidence at all
Cambodia	63,37%	29,70%		1,98%	4,95%
Nigeria	54,00%	29,00%		11,00%	5,00%
Zambia	50,00%	36,00%		9,00%	4,00%
Ethiopia	48,00%	36,00%		13,00%	2,00%
India	47,52%	34,65%		11,88%	4,95%
Kenya	47,00%	37,00%		13,00%	3,00%
Mali	37,00%	33,00%		21,00%	9,00%
Bolivia	19,19%	45,45%		25,25%	10,10%

Legend:
- A lot of confidence
- Some confidence
- DK / NA
- Not much confidence
- No confidence at all

Basis: Middle class population in each country

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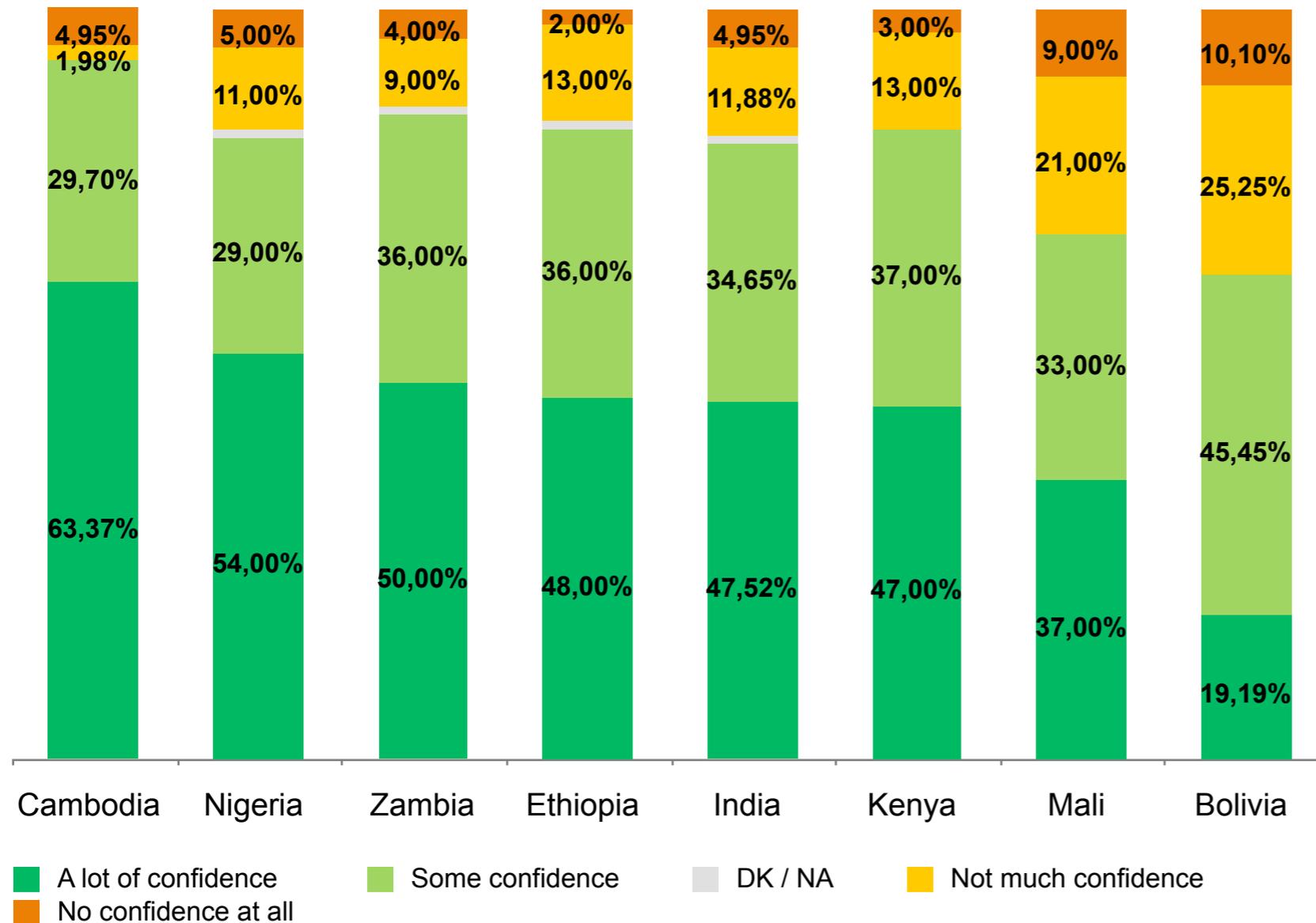
Trust in HOSPITAL/ CLINICS

Question: Could you please tell me how much confidence you have in each of the following? Would you say you have a lot of confidence, some confidence, not much confidence or no confidence at all?

	Kenya	Cambodia	Zambia	Ethiopia	Mali	India	Nigeria	Bolivia
No confidence at all	2,00%	0,99%	4,95%	4,00%	6,00%	4,95%	9,09%	7,92%
Not much confidence	6,00%	3,96%	8,91%	12,00%	20,00%	11,88%	17,17%	19,80%
Some confidence	25,00%	36,63%	35,64%	41,00%	28,00%	41,58%	36,36%	40,59%
A lot of confidence	67,00%	58,42%	49,50%	43,00%	45,00%	40,59%	34,34%	29,70%

Legend:
- ■ A lot of confidence
- ■ Some confidence
- ■ DK / NA
- ■ Not much confidence
- ■ No confidence at all

Basis: Middle class population in each country

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Trust in INTERNATIONAL DEVELOPMENT ORGANIZATIONS

Question: Could you please tell me how much confidence you have in each of the following? Would you say you have a lot of confidence, some confidence, not much confidence or no confidence at all?

	Kenya	Cambodia	Ethiopia	Nigeria	India	Mali	Zambia	Bolivia
No confidence at all				8,00%				13,00%
Not much confidence	7,07%	0,99% / 4,95%	2,00% / 9,00%	16,00%	5,05% / 12,12%	5,94% / 19,80%	4,00% / 12,00%	20,00%
Some confidence	31,31%	41,58%	33,00%	31,00%	38,38%	30,69%	44,00%	40,00%
A lot of confidence	61,62%	52,48%	55,00%	43,00%	43,43%	41,58%	38,00%	25,00%

Legend:
- A lot of confidence
- Some confidence
- DK / NA
- Not much confidence
- No confidence at all

Basis: Middle class population in each country

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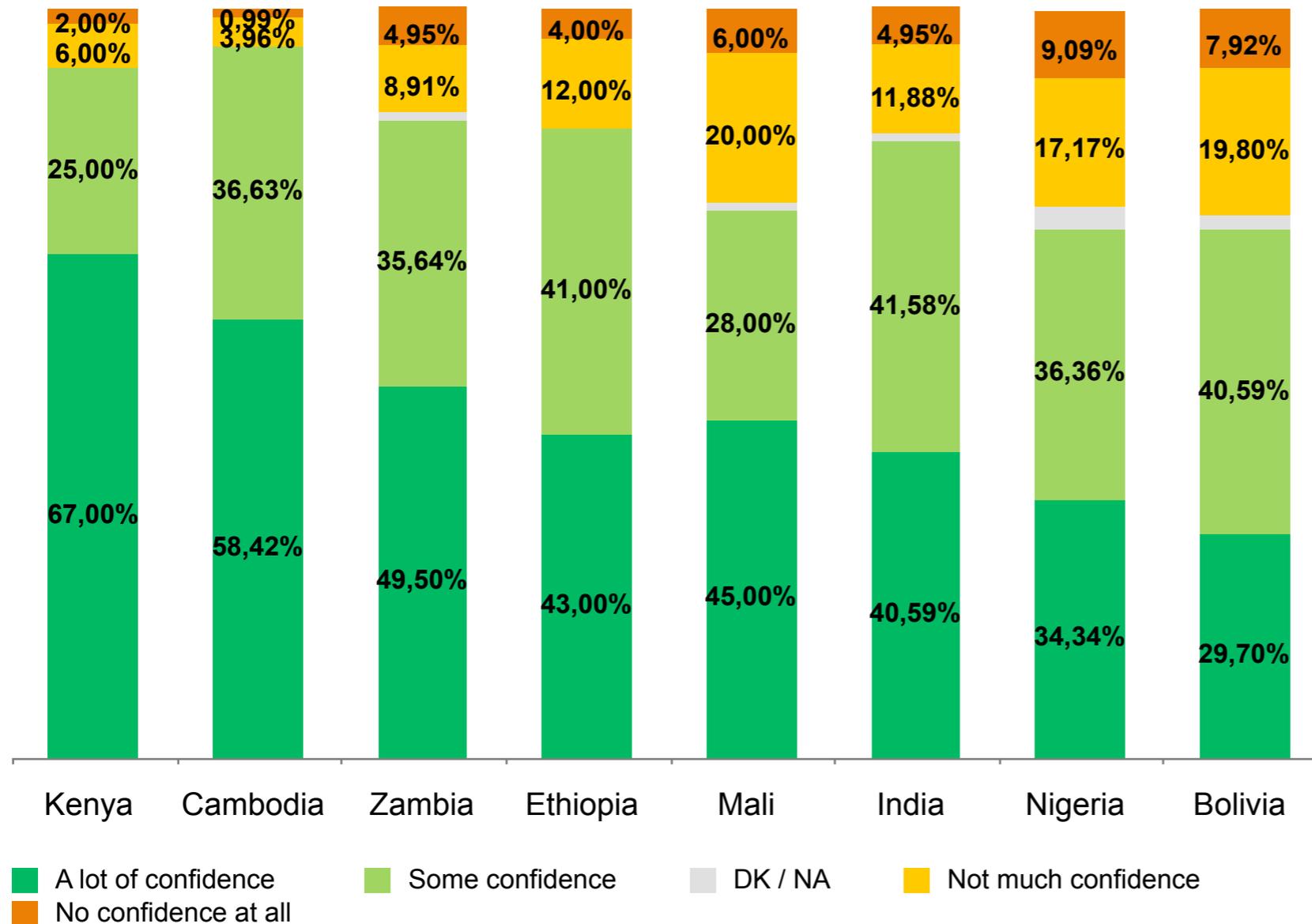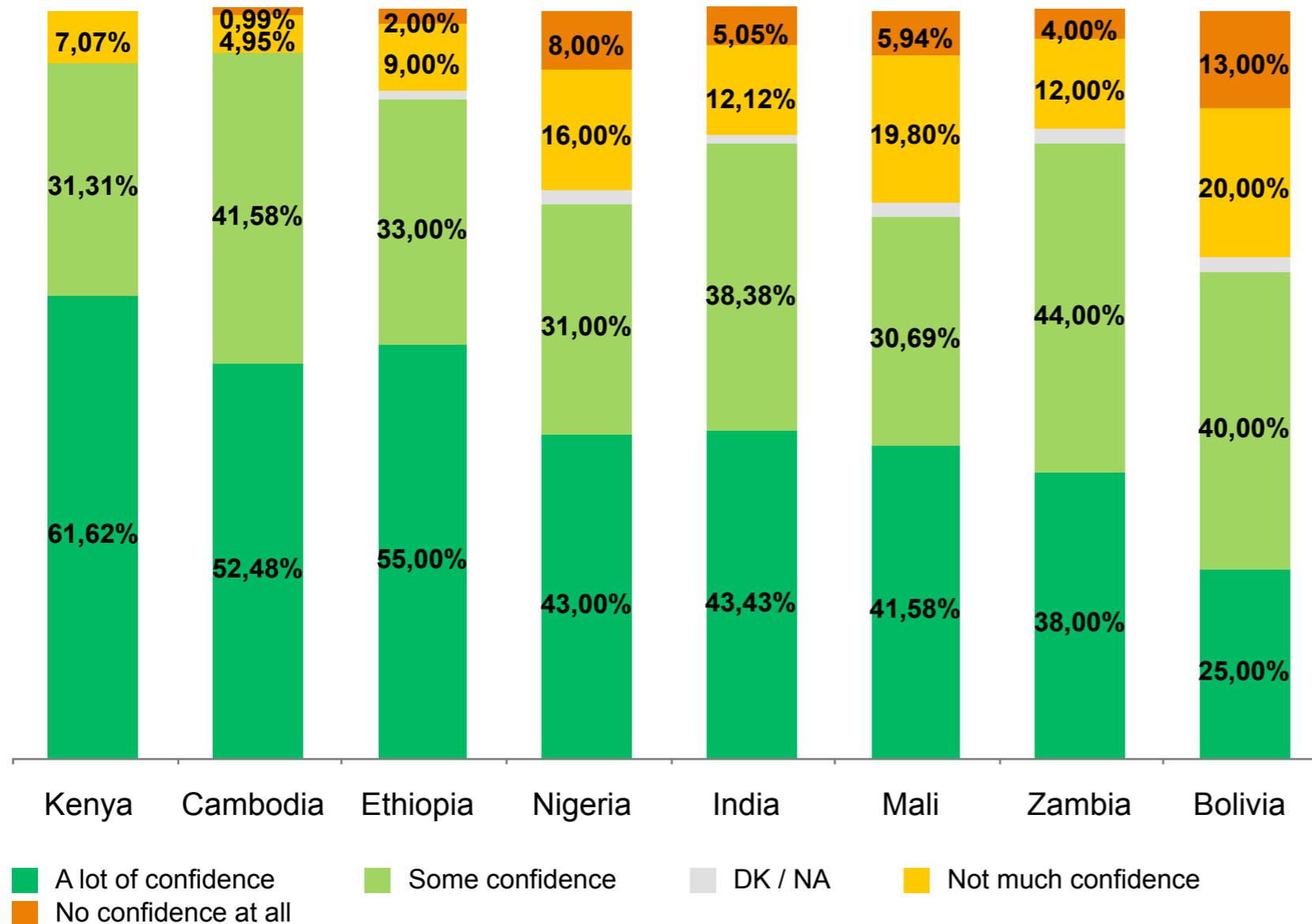
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Trust in NATIONAL GOVERNMENT

Question: Could you please tell me how much confidence you have in each of the following? Would you say you have a lot of confidence, some confidence, not much confidence or no confidence at all?

Cambodia
- 1,00%
- 6,00%
- 40,00%
- 53,00%

Ethiopia
- 9,09%
- 17,17%
- 29,29%
- 44,44%

India
- 5,05%
- 15,15%
- 36,36%
- 43,43%

Nigeria
- 11,00%
- 18,00%
- 33,00%
- 37,00%

Kenya
- 13,13%
- 22,22%
- 38,38%
- 26,26%

Zambia
- 12,00%
- 22,00%
- 40,00%
- 25,00%

Mali
- 16,00%
- 30,00%
- 33,00%
- 20,00%

Bolivia
- 36,00%
- 28,00%
- 27,00%
- 8,00%

Legend:
- ■ A lot of confidence
- ■ Some confidence
- ■ DK / NA
- ■ Not much confidence
- ■ No confidence at all

Basis: Middle class population in each country

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Trust in POLITICAL PARTIES

Question: Could you please tell me how much confidence you have in each of the following? Would you say you have a lot of confidence, some confidence, not much confidence or no confidence at all?

■ A lot of confidence	■ Some confidence	■ DK / NA	■ Not much confidence
■ No confidence at all			

Basis: Middle class population in each country

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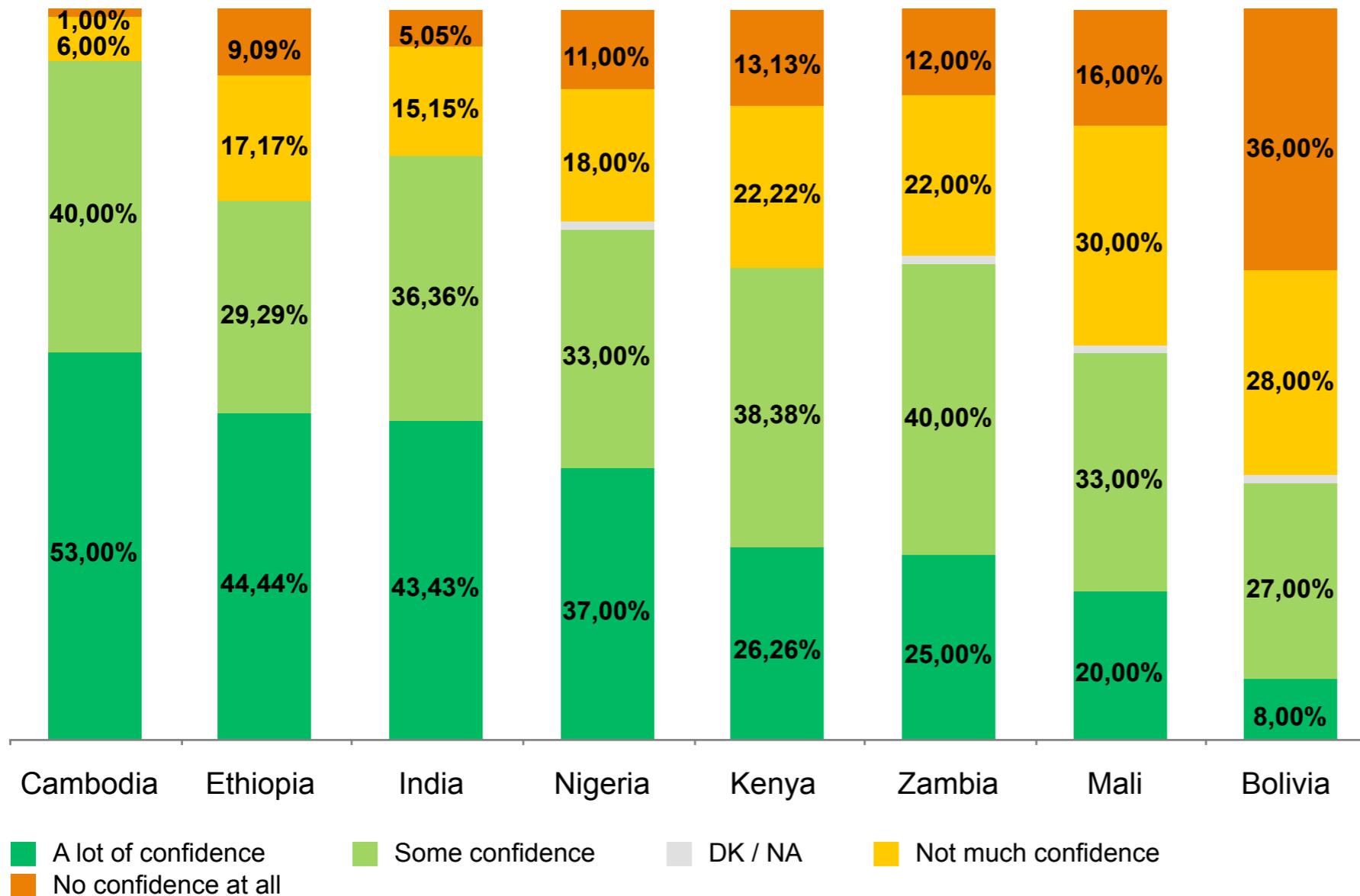# Trust in RELIGIOUS GROUPS / INSTITUTIONS

Question: Could you please tell me how much confidence you have in each of the following? Would you say you have a lot of confidence, some confidence, not much confidence or no confidence at all?

	Nigeria	Ethiopia	Kenya	Zambia	Mali	Cambodia	Bolivia	India
No confidence at all	4,95%	7,00%	3,00%	3,96%	11,00%	7,00%	16,16%	11,00%
Not much confidence	9,90%	15,00%	13,00%	10,89%	22,00%	20,00%	21,21%	22,00%
Some confidence	26,73%	29,00%	31,00%	36,63%	28,00%	38,00%	36,36%	46,00%
A lot of confidence	57,43%	48,00%	53,00%	46,53%	38,00%	35,00%	25,25%	20,00%

Legend: A lot of confidence — Some confidence — DK / NA — Not much confidence — No confidence at all

Basis: Middle class population in each country

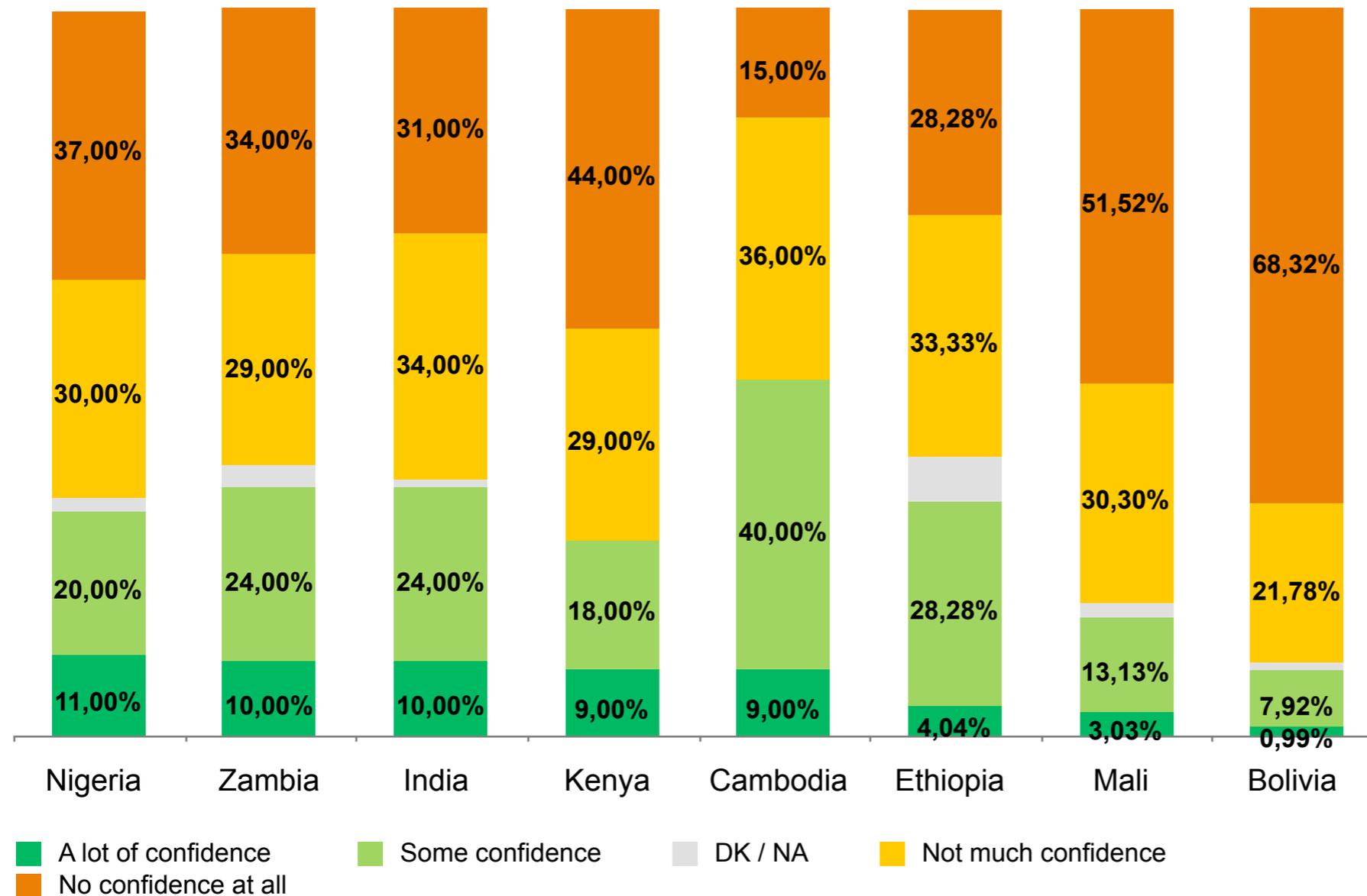Global Movement for Children
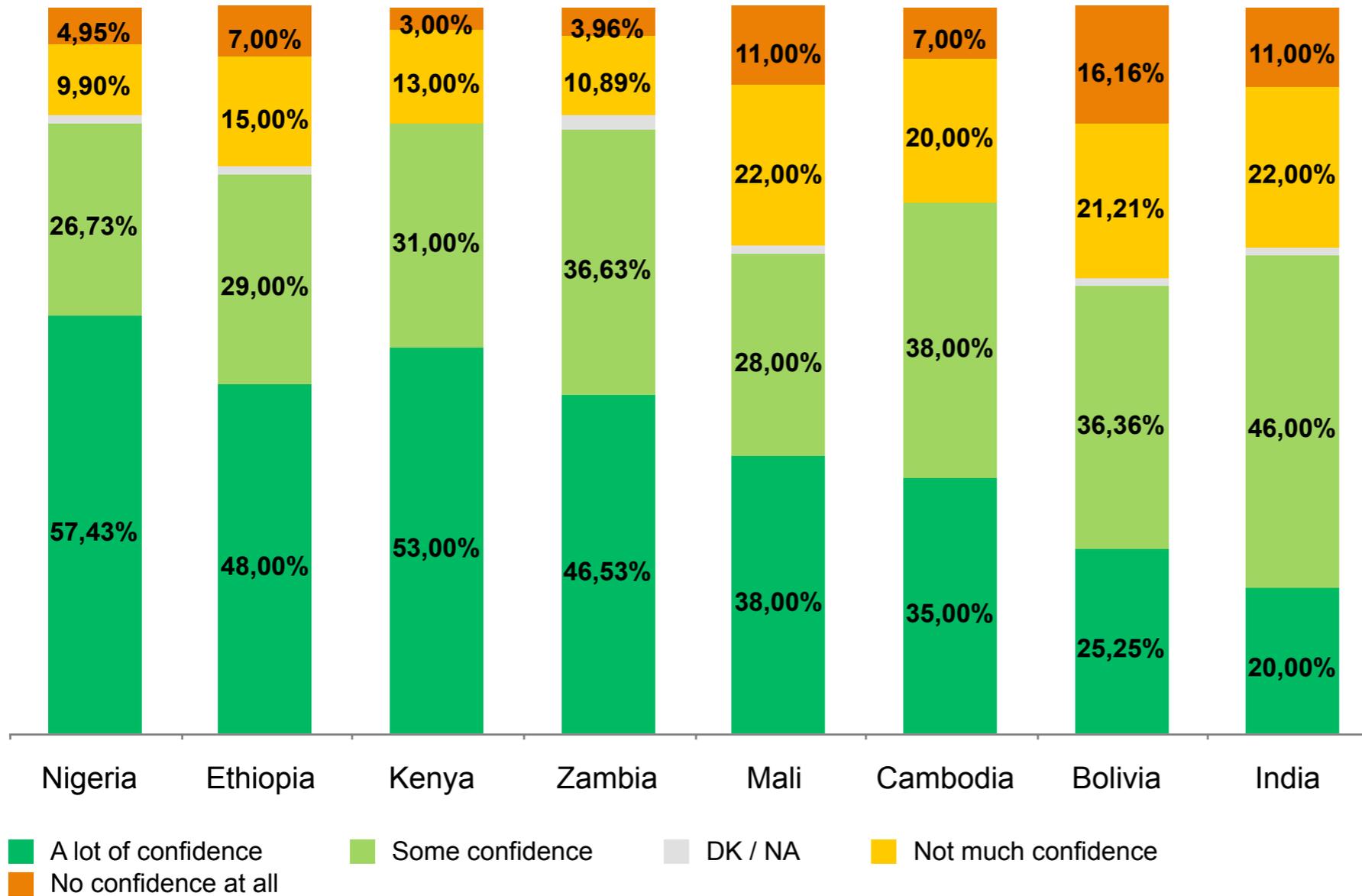
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Trust in THE PRESS

Question: Could you please tell me how much confidence you have in each of the following? Would you say you have a lot of confidence, some confidence, not much confidence or no confidence at all?

Kenya
- 2,00%
- 16,00%
- 41,00%
- 41,00%

Zambia
- 5,00%
- 16,00%
- 38,00%
- 39,00%

Cambodia
- 0,99%
- 11,88%
- 61,39%
- 25,74%

Nigeria
- 9,00%
- 23,00%
- 42,00%
- 24,00%

India
- 6,93%
- 20,79%
- 48,51%
- 22,77%

Ethiopia
- 9,09%
- 28,28%
- 42,42%
- 19,19%

Mali
- 15,00%
- 34,00%
- 32,00%
- 17,00%

Bolivia
- 17,00%
- 35,00%
- 36,00%
- 11,00%

Legend:
- A lot of confidence
- Some confidence
- DK / NA
- Not much confidence
- No confidence at all

Basis: Middle class population in each country

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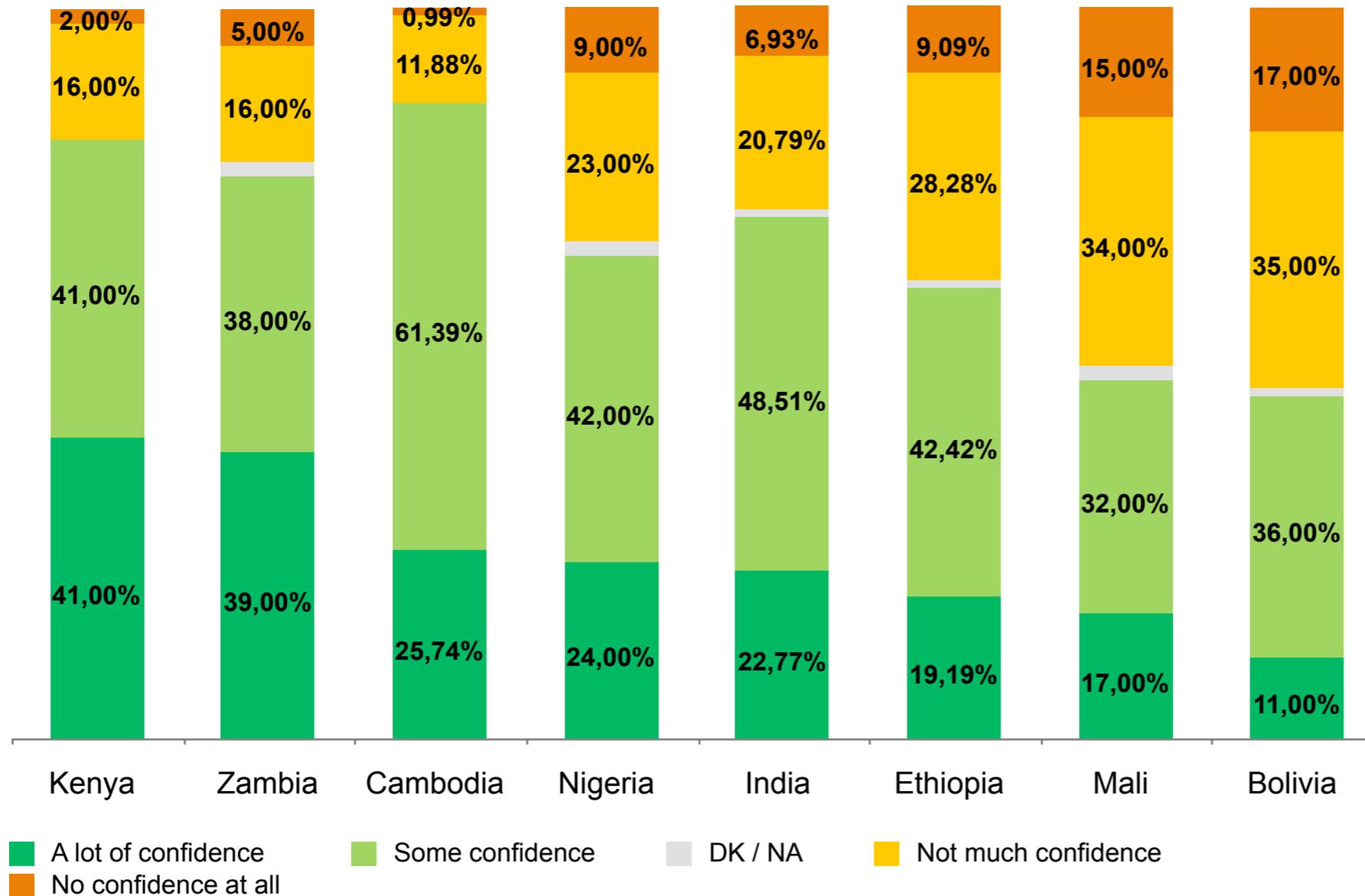
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Trust in SCHOOLING SYSTEM

Question: Could you please tell me how much confidence you have in each of the following? Would you say you have a lot of confidence, some confidence, not much confidence or no confidence at all?

	Cambodia	Zambia	India	Nigeria	Kenya	Ethiopia	Mali	Bolivia
No confidence at all	1,00%	3,00%	5,00%	10,00%	3,96%	8,08%	28,71%	9,90%
Not much confidence	5,00%	12,00%	19,00%	16,00%	14,85%	24,24%	22,77%	36,63%
Some confidence	50,00%	40,00%	35,00%	35,00%	45,54%	32,32%	23,76%	36,63%
A lot of confidence	44,00%	43,00%	39,00%	38,00%	35,64%	35,35%	24,75%	15,84%

Legend:
- A lot of confidence
- Some confidence
- DK / NA
- Not much confidence
- No confidence at all

Basis: Middle class population in each country

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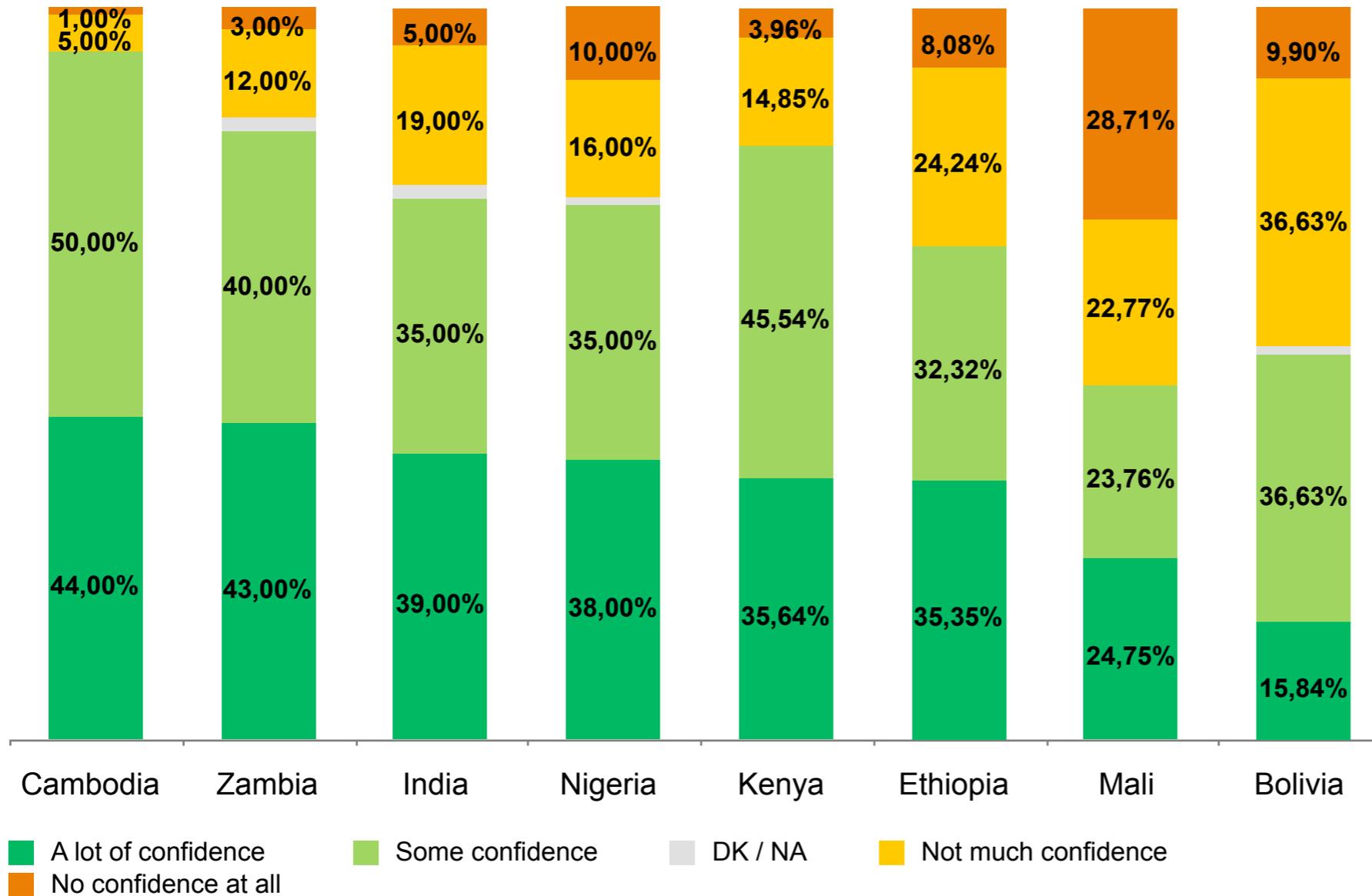# Trust in CIVIL SOCIETY ORGANIZATIONS

Question: Could you please tell me how much confidence you have in each of the following? Would you say you have a lot of confidence, some confidence, not much confidence or no confidence at all?

	India	Cambodia	Ethiopia	Zambia	Nigeria	Kenya	Mali	Bolivia
No confidence at all	4,00%	2,00%	4,08%	5,00%	9,00%	3,00%	9,90%	17,00%
Not much confidence	18,00%	12,00%	18,37%	16,00%	20,00%	13,00%	27,72%	29,00%
Some confidence	44,00%	53,00%	44,90%	44,00%	37,00%	52,00%	38,61%	41,00%
A lot of confidence	33,00%	33,00%	32,65%	32,00%	32,00%	31,00%	21,78%	11,00%

Legend:
- A lot of confidence
- Some confidence
- DK / NA
- Not much confidence
- No confidence at all

Basis: Middle class population in each country

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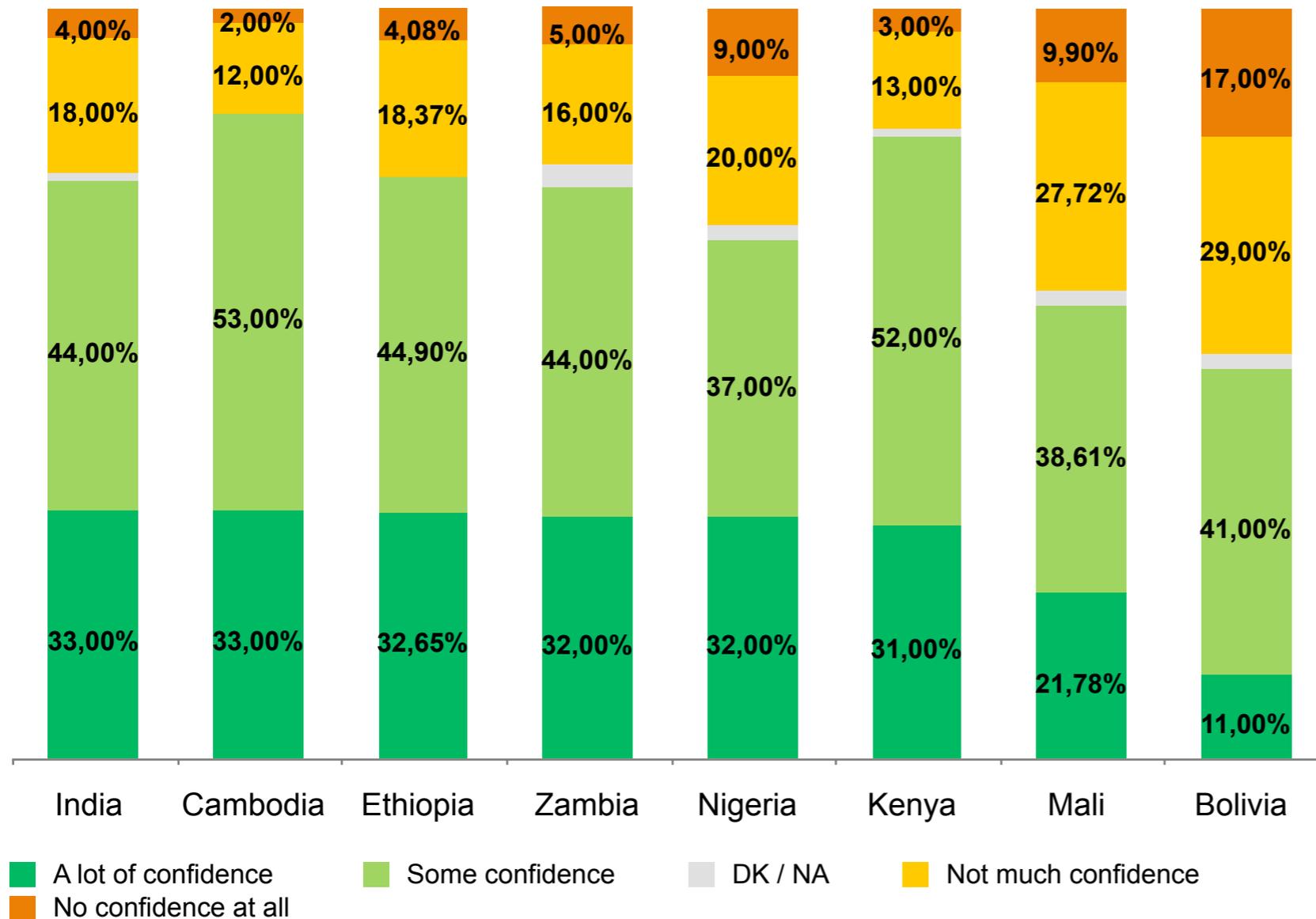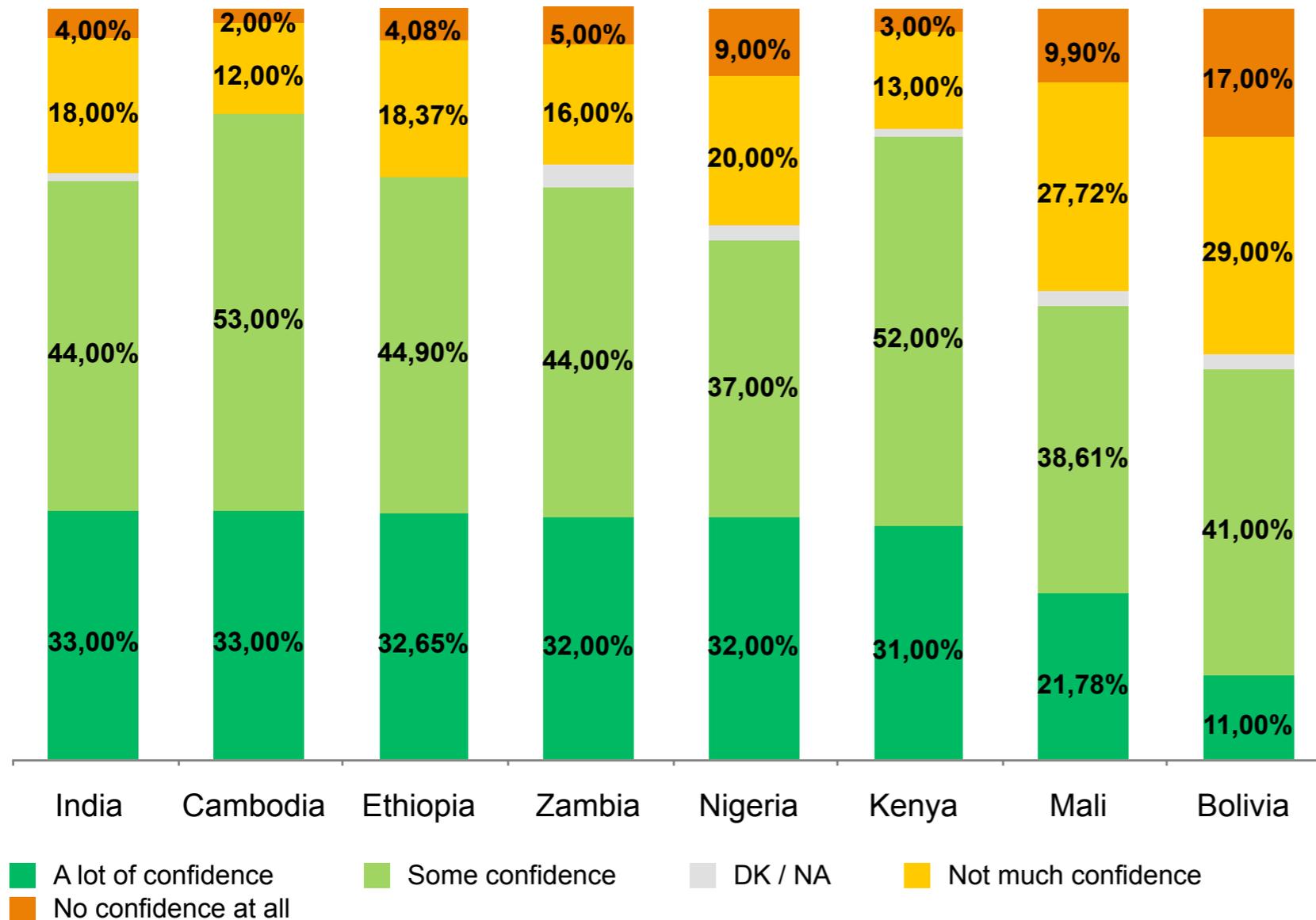tns

Trust in MAJOR COMPANIES

Question: Could you please tell me how much confidence you have in each of the following? Would you say you have a lot of confidence, some confidence, not much confidence or no confidence at all?

Stacked bar chart showing trust in major companies by country:

	India	Cambodia	Ethiopia	Zambia	Nigeria	Kenya	Mali	Bolivia
No confidence at all	4,00%		4,08%	5,00%	9,00%		9,90%	17,00%
Not much confidence	18,00%	2,00%	18,37%	16,00%	20,00%	3,00%	27,72%	29,00%
DK / NA		12,00%				13,00%		
Some confidence	44,00%	53,00%	44,90%	44,00%	37,00%	52,00%	38,61%	41,00%
A lot of confidence	33,00%	33,00%	32,65%	32,00%	32,00%	31,00%	21,78%	11,00%

Legend:
- A lot of confidence
- Some confidence
- DK / NA
- Not much confidence
- No confidence at all

Basis: Middle class population in each country
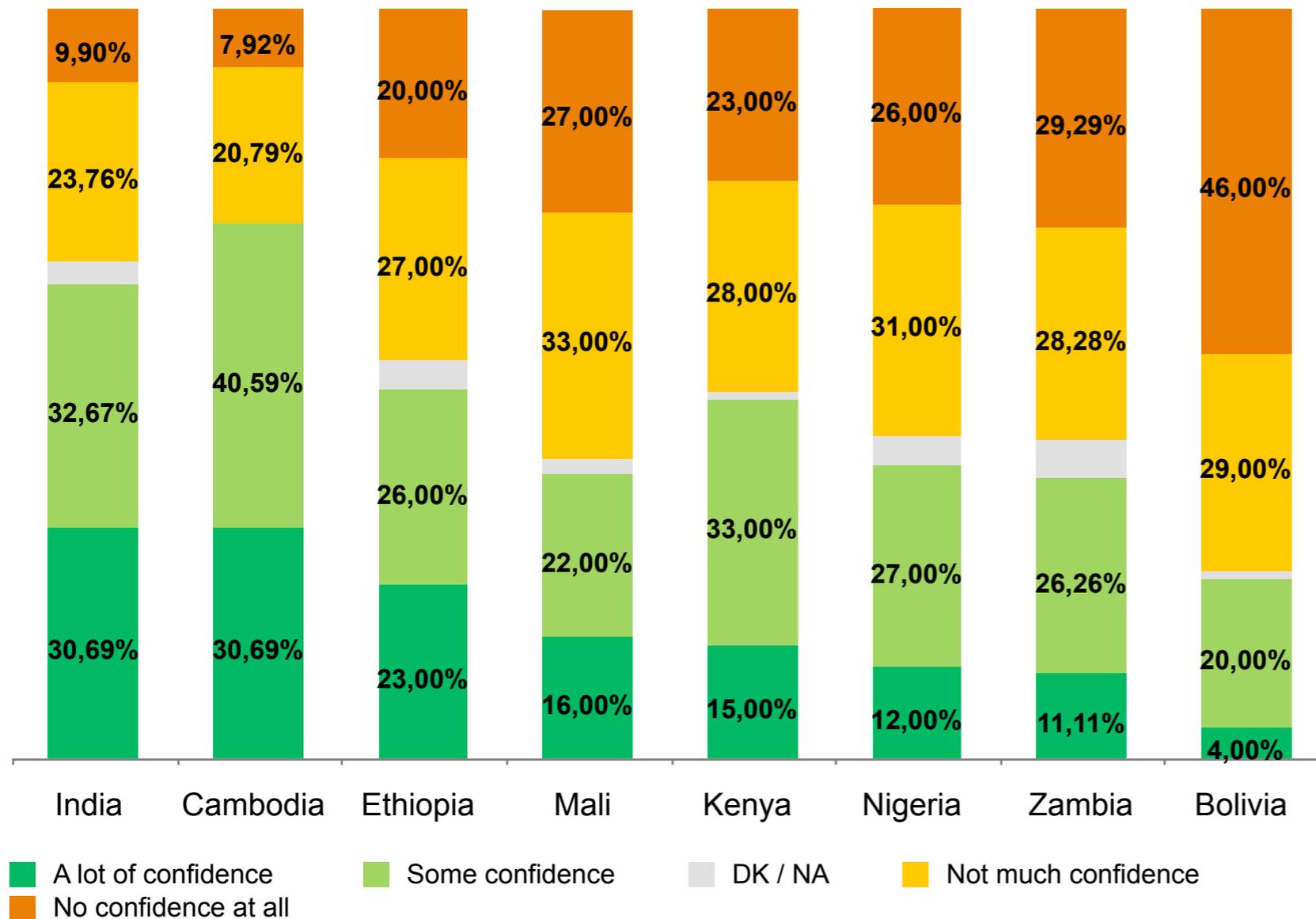
Trust in ARMED FORCES / THE MILITARY

Question: Could you please tell me how much confidence you have in each of the following? Would you say you have a lot of confidence, some confidence, not much confidence or no confidence at all?

	India	Cambodia	Ethiopia	Mali	Kenya	Nigeria	Zambia	Bolivia
No confidence at all	9,90%	7,92%	20,00%	27,00%	23,00%	26,00%	29,29%	46,00%
Not much confidence	23,76%	20,79%	27,00%	33,00%	28,00%	31,00%	28,28%	29,00%
Some confidence	32,67%	40,59%	26,00%	22,00%	33,00%	27,00%	26,26%	20,00%
A lot of confidence	30,69%	30,69%	23,00%	16,00%	15,00%	12,00%	11,11%	4,00%

- A lot of confidence
- Some confidence
- DK / NA
- Not much confidence
- No confidence at all

Basis: Middle class population in each country

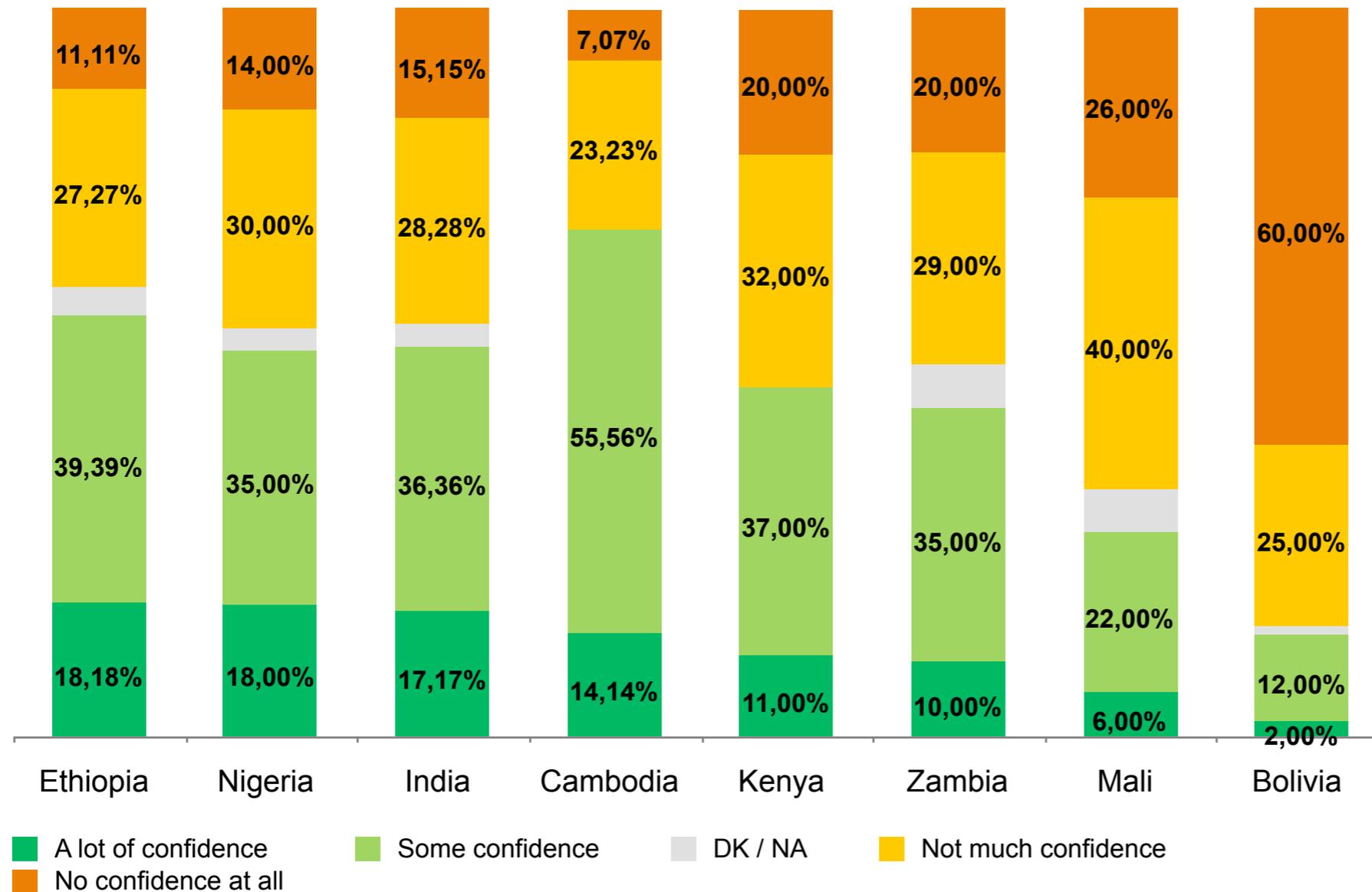Global Movement for Children

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Trust in LABOR UNIONS

Question: Could you please tell me how much confidence you have in each of the following? Would you say you have a lot of confidence, some confidence, not much confidence or no confidence at all?

	Ethiopia	Nigeria	India	Cambodia	Kenya	Zambia	Mali	Bolivia
No confidence at all	11,11%	14,00%	15,15%	7,07%	20,00%	20,00%	26,00%	60,00%
Not much confidence	27,27%	30,00%	28,28%	23,23%	32,00%	29,00%	40,00%	25,00%
Some confidence	39,39%	35,00%	36,36%	55,56%	37,00%	35,00%	22,00%	12,00%
A lot of confidence	18,18%	18,00%	17,17%	14,14%	11,00%	10,00%	6,00%	2,00%

Legend:
- A lot of confidence
- Some confidence
- DK / NA
- Not much confidence
- No confidence at all

Basis: Middle class population in each country
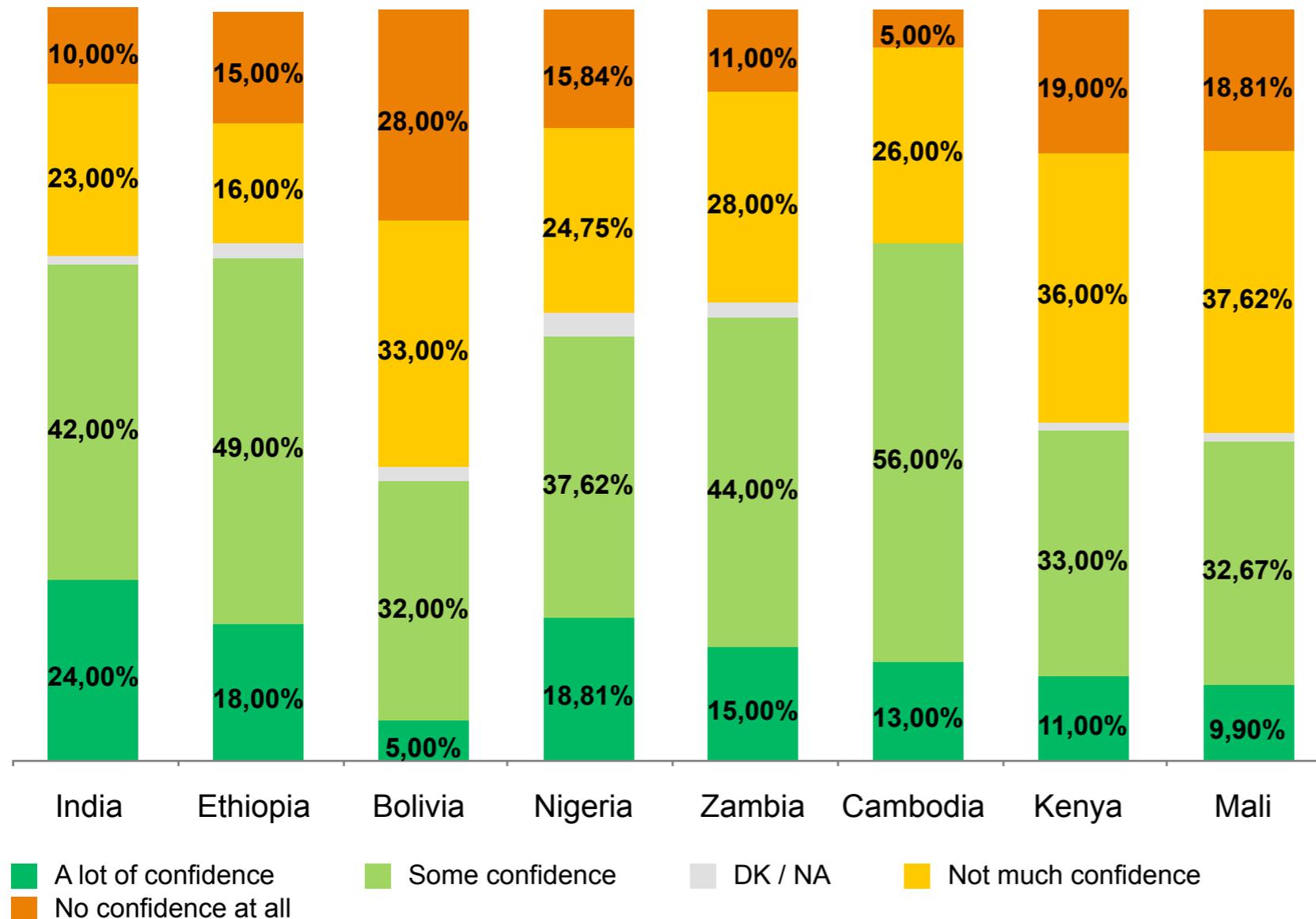
Trust in THE CIVIL SERVICE

Question: Could you please tell me how much confidence you have in each of the following? Would you say you have a lot of confidence, some confidence, not much confidence or no confidence at all?

	India	Ethiopia	Bolivia	Nigeria	Zambia	Cambodia	Kenya	Mali
No confidence at all	10,00%	15,00%	28,00%	15,84%	11,00%	5,00%	19,00%	18,81%
Not much confidence	23,00%	16,00%	33,00%	24,75%	28,00%	26,00%	36,00%	37,62%
Some confidence	42,00%	49,00%	32,00%	37,62%	44,00%	56,00%	33,00%	32,67%
A lot of confidence	24,00%	18,00%	5,00%	18,81%	15,00%	13,00%	11,00%	9,90%

Legend:
- A lot of confidence
- Some confidence
- DK / NA
- Not much confidence
- No confidence at all

Basis: Middle class population in each country

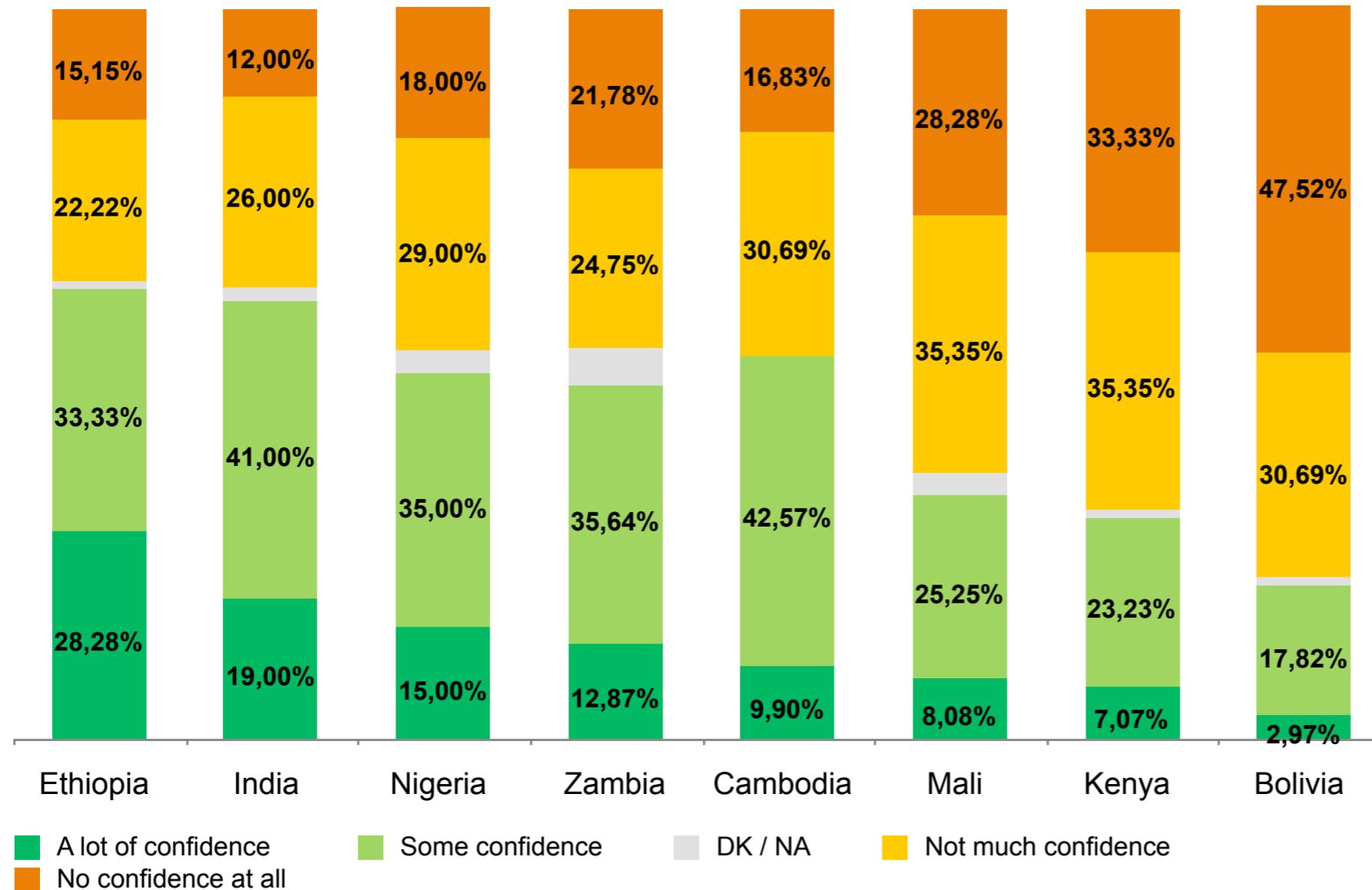Global Movement for Children

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Trust in THE JUSTICE SYSTEM

Question: Could you please tell me how much confidence you have in each of the following? Would you say you have a lot of confidence, some confidence, not much confidence or no confidence at all?

	Ethiopia	India	Nigeria	Zambia	Cambodia	Mali	Kenya	Bolivia
No confidence at all	15,15%	12,00%	18,00%	21,78%	16,83%	28,28%	33,33%	47,52%
Not much confidence	22,22%	26,00%	29,00%	24,75%	30,69%	35,35%	35,35%	30,69%
Some confidence	33,33%	41,00%	35,00%	35,64%	42,57%	25,25%	23,23%	17,82%
A lot of confidence	28,28%	19,00%	15,00%	12,87%	9,90%	8,08%	7,07%	2,97%

Legend:
- A lot of confidence
- Some confidence
- DK / NA
- Not much confidence
- No confidence at all

Basis: Middle class population in each country

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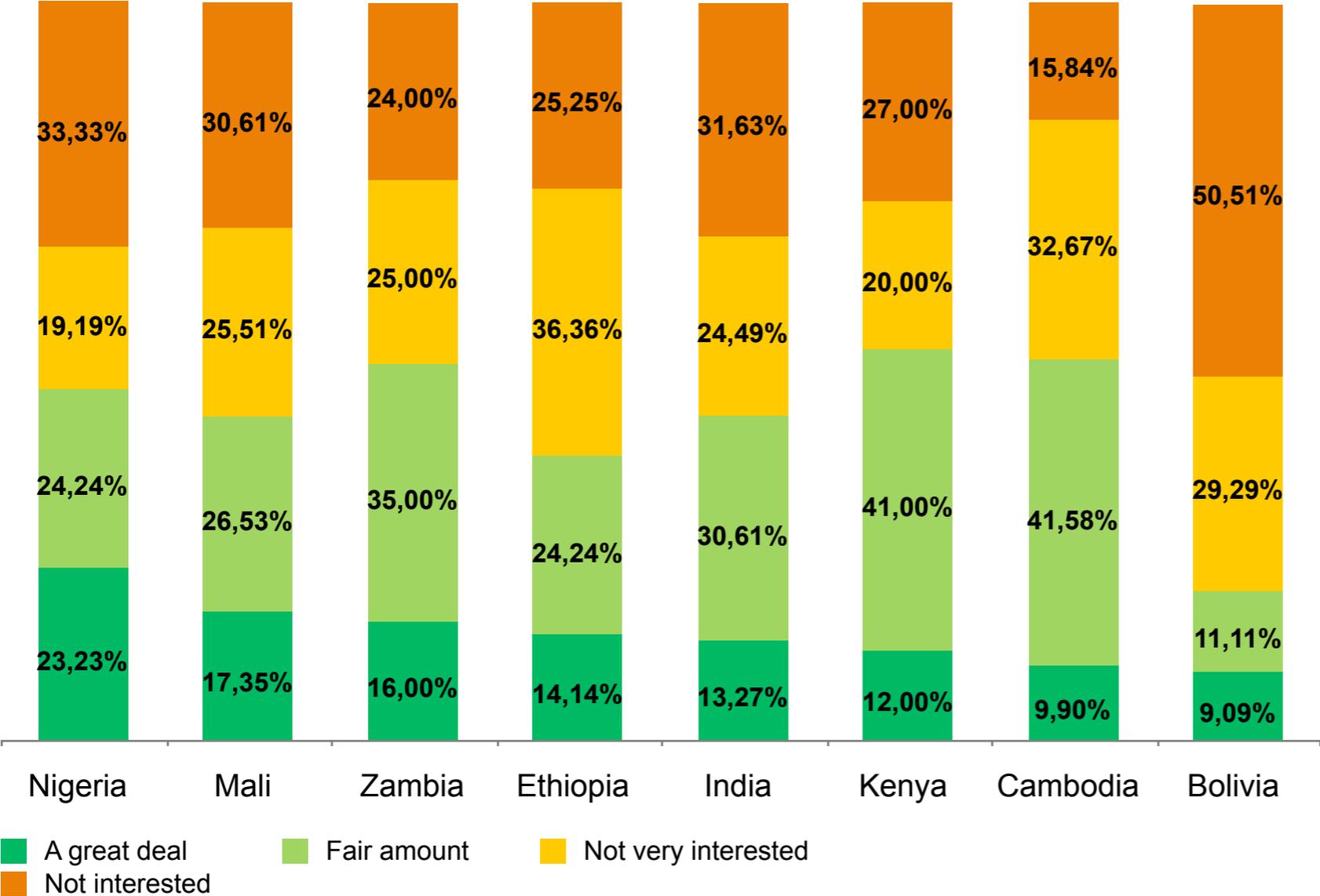
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Trust in THE POLICE

Question: Could you please tell me how much confidence you have in each of the following? Would you say you have a lot of confidence, some confidence, not much confidence or no confidence at all?

	Ethiopia	Cambodia	India	Zambia	Mali	Nigeria	Kenya	Bolivia
No confidence at all	14,00%	9,09%	27,72%	28,43%	42,00%	50,00%	51,00%	49,00%
Not much confidence	21,00%	25,25%	28,71%	33,33%	30,00%	26,00%	25,00%	28,00%
Some confidence	36,00%	48,48%	27,72%	25,49%	19,00%	14,00%	19,00%	18,00%
A lot of confidence	27,00%	17,17%	13,86%	8,82%	7,00%	6,00%	5,00%	4,00%

Legend:
- ■ A lot of confidence
- ■ Some confidence
- ■ DK / NA
- ■ Not much confidence
- ■ No confidence at all

Basis: Middle class population in each country

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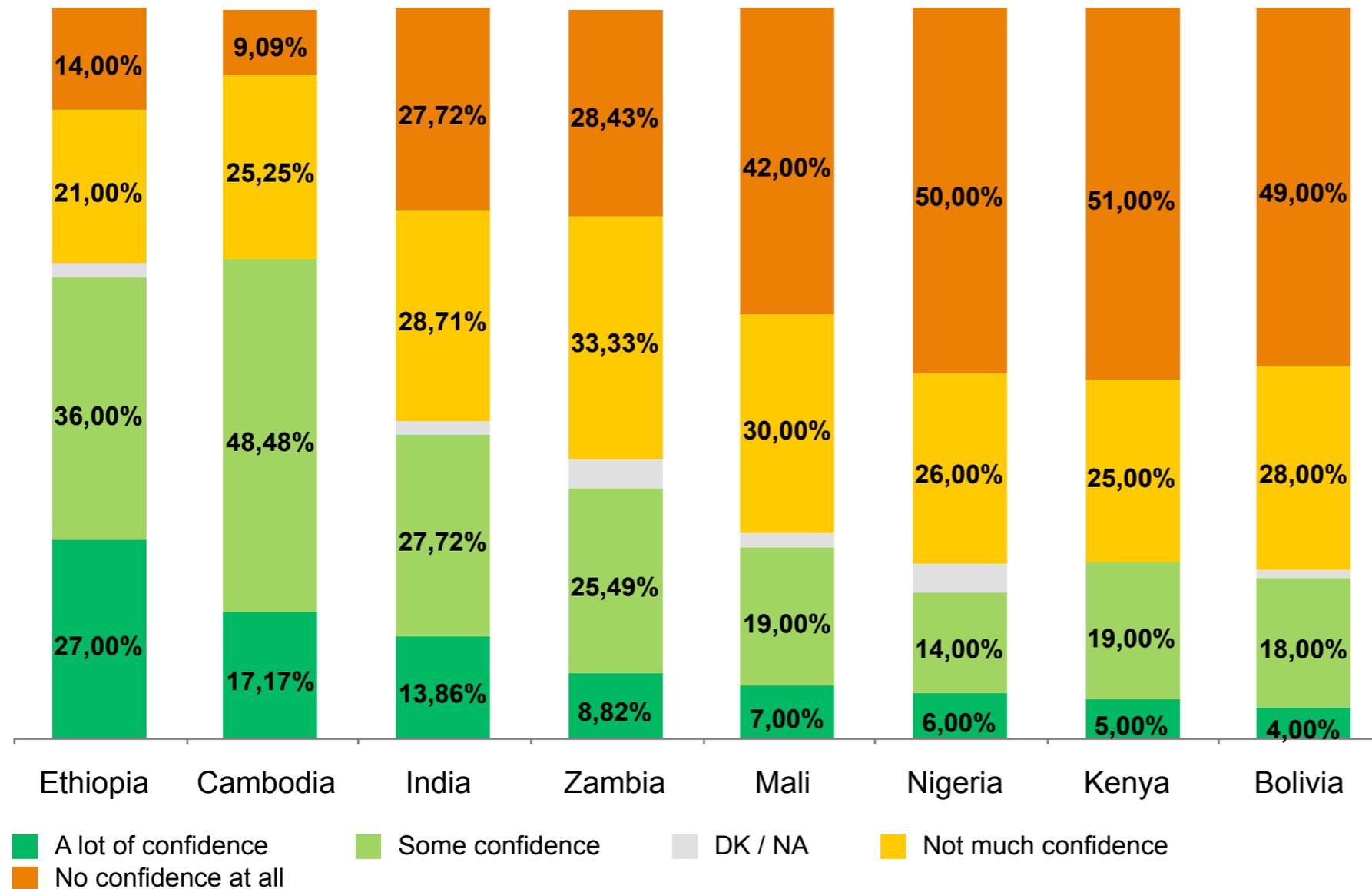
Interest towards Politics

Question: In general, how interested would you say you are in politics?

	Nigeria	Mali	Zambia	Ethiopia	India	Kenya	Cambodia	Bolivia
Not interested	33,33%	30,61%	24,00%	25,25%	31,63%	27,00%	15,84%	50,51%
Not very interested	19,19%	25,51%	25,00%	36,36%	24,49%	20,00%	32,67%	29,29%
Fair amount	24,24%	26,53%	35,00%	24,24%	30,61%	41,00%	41,58%	11,11%
A great deal	23,23%	17,35%	16,00%	14,14%	13,27%	12,00%	9,90%	9,09%

- 🟩 A great deal
- 🟩 Fair amount
- 🟨 Not very interested
- 🟧 Not interested

Basis: Middle class population in each country

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Influence in Social and political environment

Question: To what extent would you say that people like you may have an influence in social and political events that surround us? Would you say that you may influence: a great deal, a fair amount, not very much, or not at all?

	Nigeria	Mali	India	Zambia	Bolivia	Kenya	Ethiopia	Cambodia
Not at all	15,00%	14,58%		9,00%	13,13%	13,00%	9,00%	19,00%
Not very much	26,00%	23,96%	3,00% / 39,00%	26,00%		19,00%	34,00%	39,00%
Fair amount	31,00%	36,46%	34,00%	45,00%	46,46%	50,00%	41,00%	38,00%
A great deal	28,00%	25,00%	24,00%	20,00%	19,19% / 21,21%	18,00%	16,00%	4,00%

Legend: ■ A great deal ■ Fair amount ■ Not very much ■ Not at all
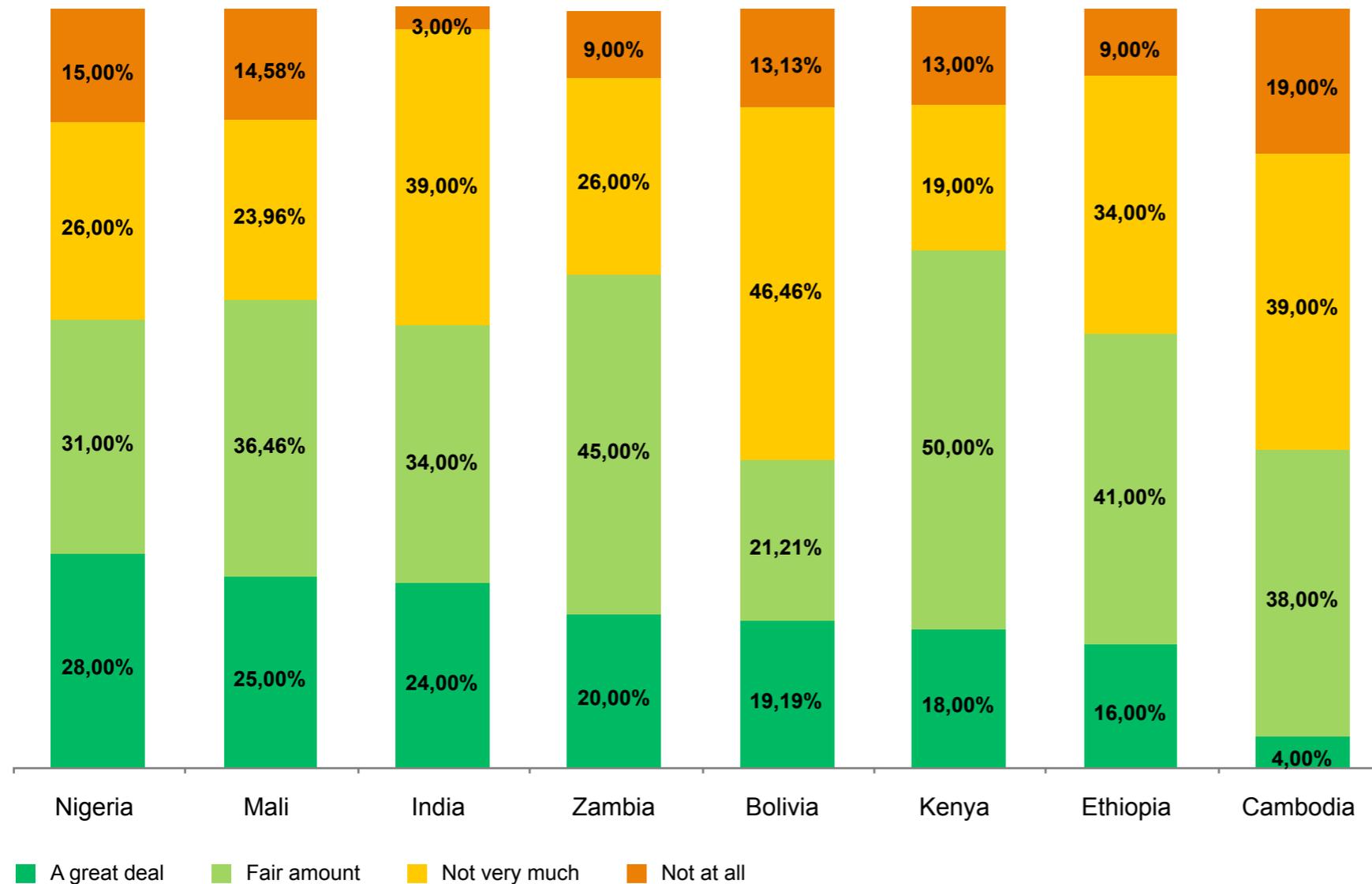
Basis: Middle class population in each country

Social Actions

Question: Now I'm going to read out some forms of political action that people can take, and I'd like you to tell me, for each one, whether you have done any of these things, whether you might do them or would never under any circumstances do them.

		Zambia	Kenya	Nigeria	Mali	Ethiopia	India	Cambodia	Bolivia
Signing a petition	Done	10%	9%	6%	19%	9%	19%	12%	19%
	Might	56%	63%	32%	67%	28%	54%	43%	56%
	Never	25%	27%	51%	8%	35%	18%	43%	22%
Attending a demonstration	Done	20%	18%	16%	42%	24%	14%	4%	16%
	Might	39%	37%	30%	49%	27%	66%	14%	39%
	Never	37%	44%	45%	6%	30%	16%	82%	44%
Volunteering in a non-profit organization	Done	23%	39%	23%	16%	25%	14%	19%	13%
	Might	67%	56%	45%	67%	51%	60%	61%	68%
	Never	6%	4%	27%	11%	14%	22%	20%	17%
Being a member of a political party	Done	19%	10%	17%	24%	12%	6%	19%	4%
	Might	37%	35%	30%	41%	16%	32%	23%	17%
	Never	39%	54%	45%	28%	48%	55%	57%	75%
Donating money or something else for a cause	Done	35%	42%	31%	32%	29%	22%	52%	22%
	Might	62%	52%	48%	58%	44%	63%	40%	61%
	Never	2%	6%	15%	3%	12%	9%	8%	14%
Advocacy	Done	22%	19%	18%	23%	36%	12%	17%	8%
	Might	68%	67%	50%	64%	46%	54%	48%	65%
	Never	6%	13%	24%	7%	9%	27%	34%	24%

Basis: Middle class population in each country

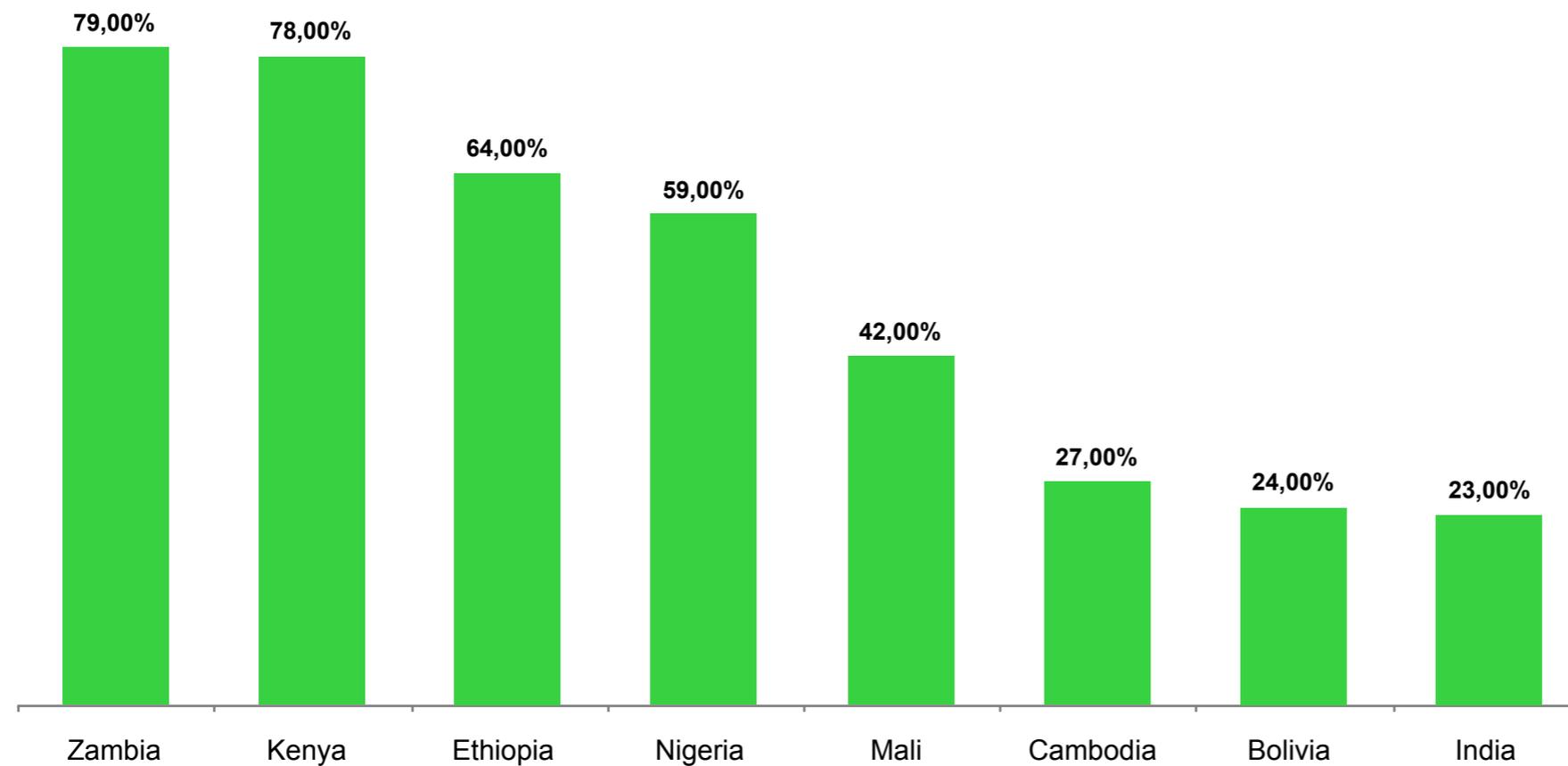# Social Actions

What they would NEVER do

	Zambia	Kenya	Nigeria	Mali	Ethiopia	India	Cambodia	Bolivia
Signing a petition	25%	27%	51%	8%	35%	18%	43%	22%
Attending a demonstration	37%	44%	45%	6%	30%	16%	82%	44%
Volunteering in a non-profit organization	6%	4%	27%	11%	14%	22%	20%	17%
Being a member of a political party	39%	54%	45%	28%	48%	55%	57%	75%
Donating money or something else for a cause	2%	6%	15%	3%	12%	9%	8%	14%
Advocacy	6%	13%	24%	7%	9%	27%	34%	24%

Barrier for the country – more than half the middle class would never do it

Basis: Middle class population in each country

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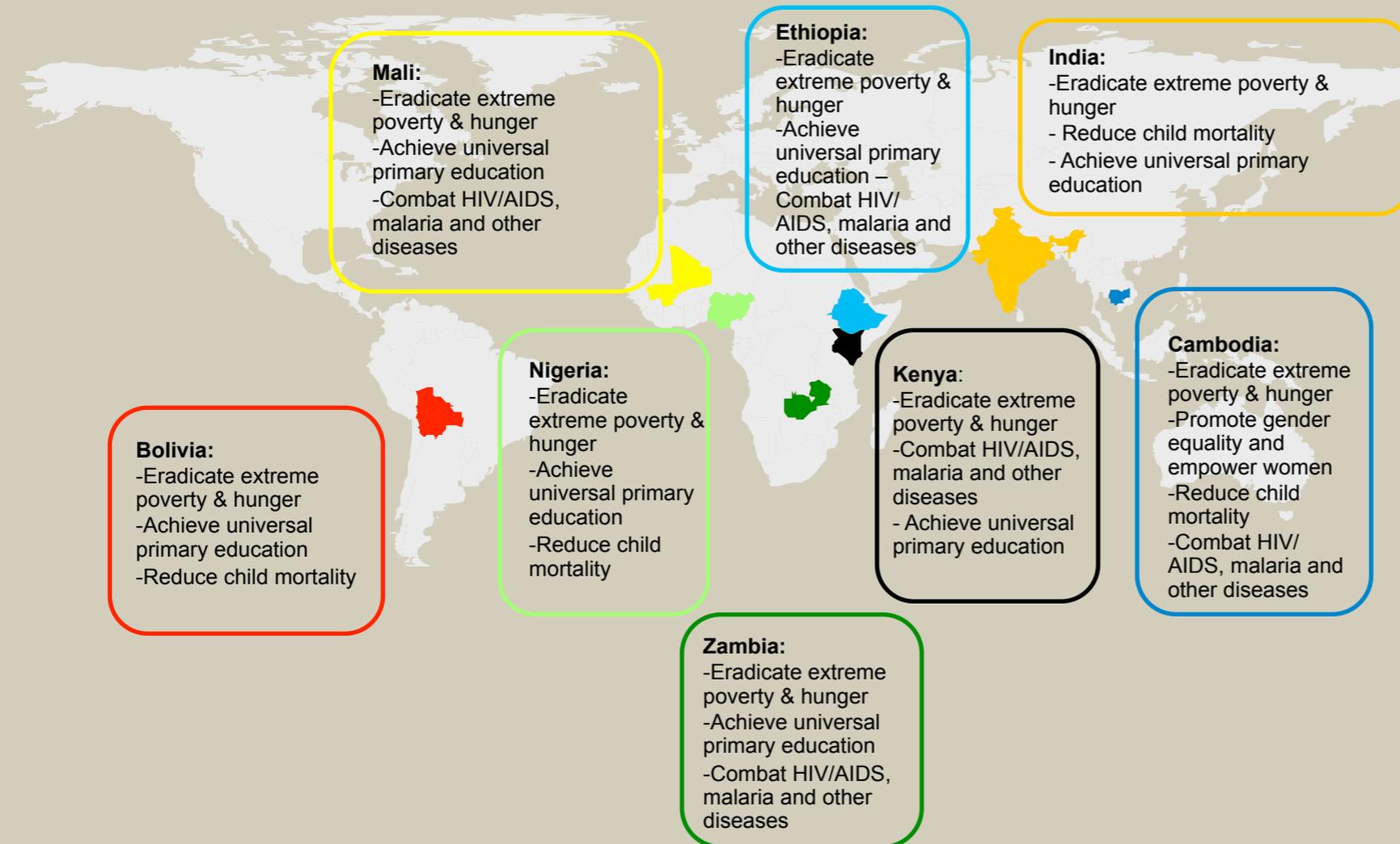
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Awareness of the Millennium Development Goals

Question: In the year 2000 the world leaders agreed on a certain number of programs to solve the world's most important problems. A set of goals was established to be accomplished by 2015. This agreement is known as the Millennium Development Goals. Have you heard of this initiative?

Country	Percentage
Zambia	79,00%
Kenya	78,00%
Ethiopia	64,00%
Nigeria	59,00%
Mali	42,00%
Cambodia	27,00%
Bolivia	24,00%
India	23,00%

Basis: Middle class population in each country

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Top 3 MDG by country

Question: Which of the following do you think is the most important problem your country faces today?

Mali:
-Eradicate extreme poverty & hunger
-Achieve universal primary education
-Combat HIV/AIDS, malaria and other diseases

Ethiopia:
-Eradicate extreme poverty & hunger
-Achieve universal primary education –
Combat HIV/AIDS, malaria and other diseases

India:
-Eradicate extreme poverty & hunger
- Reduce child mortality
- Achieve universal primary education

Nigeria:
-Eradicate extreme poverty & hunger
-Achieve universal primary education
-Reduce child mortality

Bolivia:
-Eradicate extreme poverty & hunger
-Achieve universal primary education
-Reduce child mortality

Kenya:
-Eradicate extreme poverty & hunger
-Combat HIV/AIDS, malaria and other diseases
- Achieve universal primary education

Cambodia:
-Eradicate extreme poverty & hunger
-Promote gender equality and empower women
-Reduce child mortality
-Combat HIV/AIDS, malaria and other diseases

Zambia:
-Eradicate extreme poverty & hunger
-Achieve universal primary education
-Combat HIV/AIDS, malaria and other diseases

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Main MDG for the country

Question: I will enumerate the different Millennium Development Goals. Could you please tell me which one you consider the most important one for this country? And which one do you think is the second most important goal for this country? 1ST + 2ND MENTION
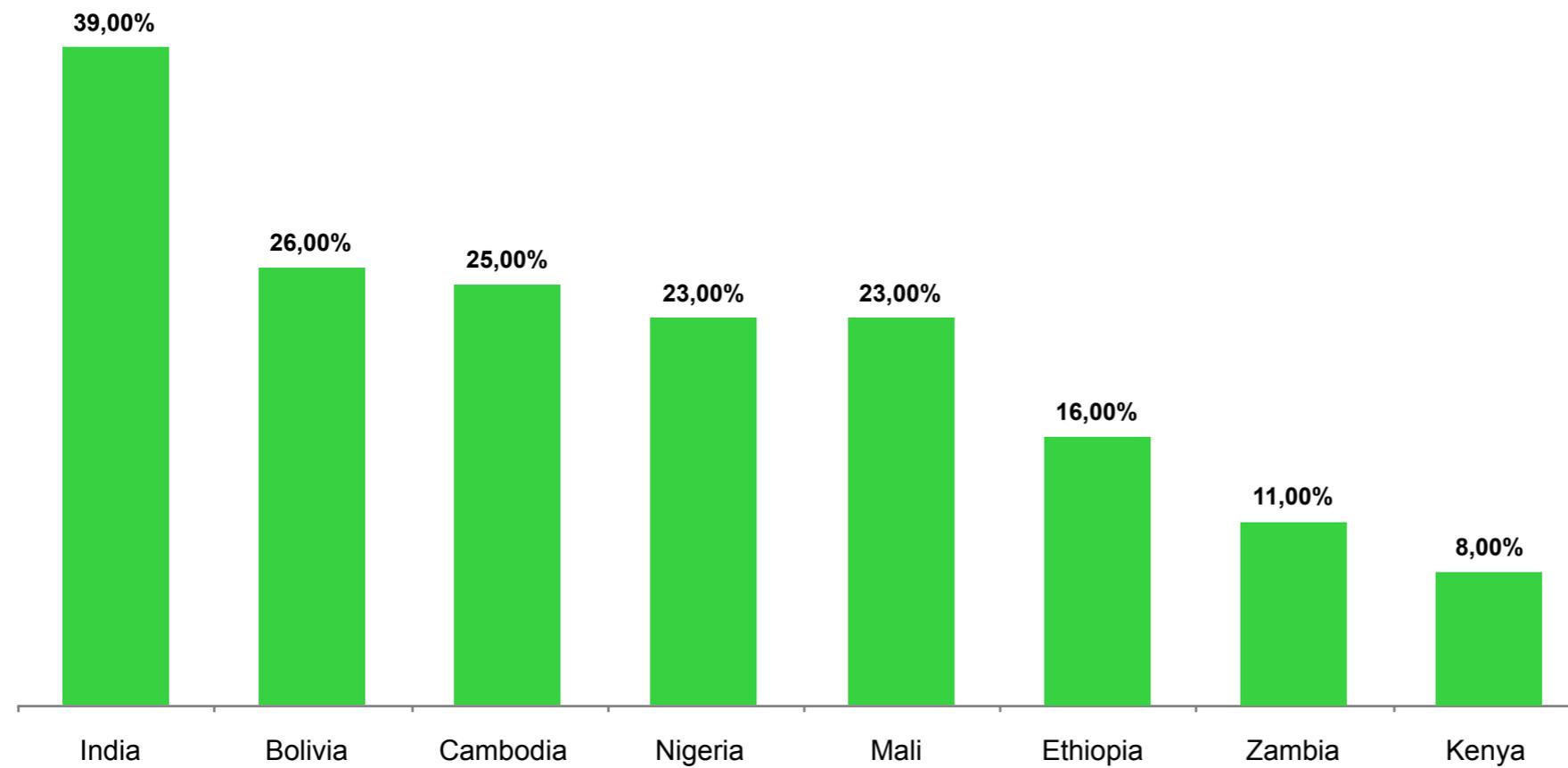
	Zambia	Kenya	Nigeria	Mali	Ethiopia	India	Cambodia	Bolivia
Eradicate extreme poverty & hunger	75%	82%	73%	60%	80%	58%	69%	75%
Combat HIV/AIDS, malaria and other diseases	53%	52%	21%	31%	31%	17%	25%	10%
Achieve universal primary education	21%	16%	26%	50%	37%	31%	16%	27%
Reduce child mortality	11%	8%	23%	23%	16%	39%	25%	26%
Improve maternal health	7%	8%	22%	11%	10%	22%	16%	16%
Promote gender equality and empower women	12%	10%	13%	7%	12%	16%	25%	7%
Develop a global partnership for development	14%	11%	9%	12%	8%	6%	16%	15%
Ensure environmental sustainability	5%	13%	11%	5%	7%	11%	7%	19%

■ Top MDG by country   ■ 2nd main MDG by country

Basis: Middle class population in each country

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Child Mortality as the main MDG for the country

1st + 2nd mention

39,00% India
26,00% Bolivia
25,00% Cambodia
23,00% Nigeria
23,00% Mali
16,00% Ethiopia
11,00% Zambia
8,00% Kenya

Basis: Middle class population in each country

MIDDLE CLASS OPINIONS
-
CHILD MORTALITY:
Awareness & Problem dimension

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Awareness on child mortality

Question: Focusing on what you know about child mortality, how much would you say you know...?
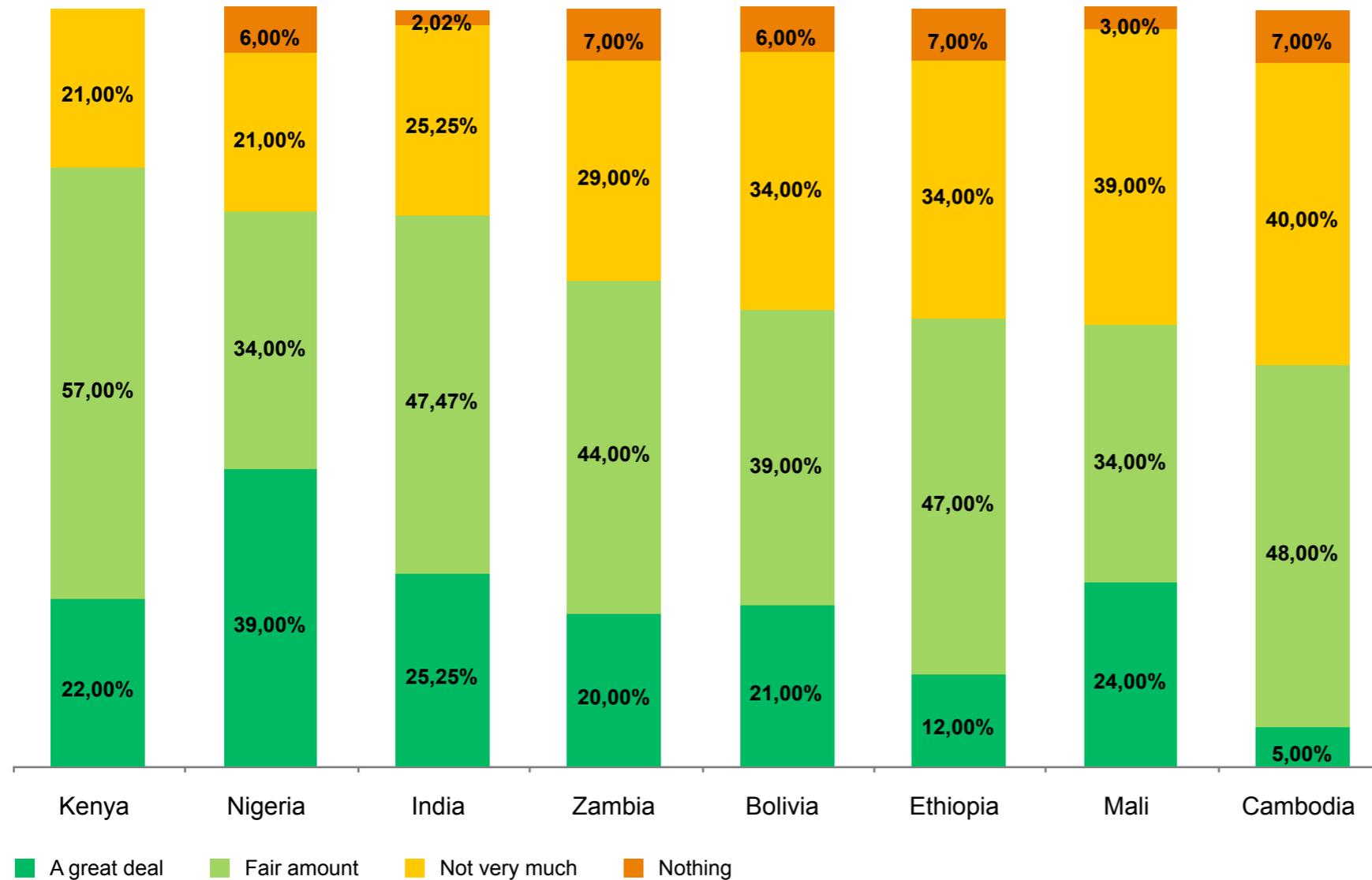
	Kenya	Nigeria	India	Zambia	Bolivia	Ethiopia	Mali	Cambodia
Nothing		6,00%	2,02%	7,00%	6,00%	7,00%	3,00%	7,00%
Not very much	21,00%	21,00%	25,25%	29,00%	34,00%	34,00%	39,00%	40,00%
Fair amount	57,00%	34,00%	47,47%	44,00%	39,00%	47,00%	34,00%	48,00%
A great deal	22,00%	39,00%	25,25%	20,00%	21,00%	12,00%	24,00%	5,00%

Legend: ■ A great deal ■ Fair amount ■ Not very much ■ Nothing

Basis: Middle class population in each country

Main sources of information about child mortality

Question: Which sources of information have you used to learn about the issue?

	Zambia	Kenya	Nigeria	Mali	Ethiopia	India	Cambodia	Bolivia
TV	54%	78%	69%	71%	68%	90%	70%	73%
Radio	40%	65%	59%	62%	64%	17%	52%	27%
Magazines / Newspapers	46%	60%	27%	29%	47%	80%	23%	30%
Comments of someone you know	8%	16%	23%	15%	21%	16%	16%	6%
Campaigns in public places	8%	16%	12%	6%	12%	15%	8%	7%
Community centers	10%	14%	11%	9%	11%	10%	8%	3%
Internet	8%	10%	7%	13%	22%	10%	1%	17%

Basis: Middle class population in each country

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Main cause of child mortality

Question: And from the following causes of child mortality that I am going to mention, which one would you say is the most relevant one in your country?
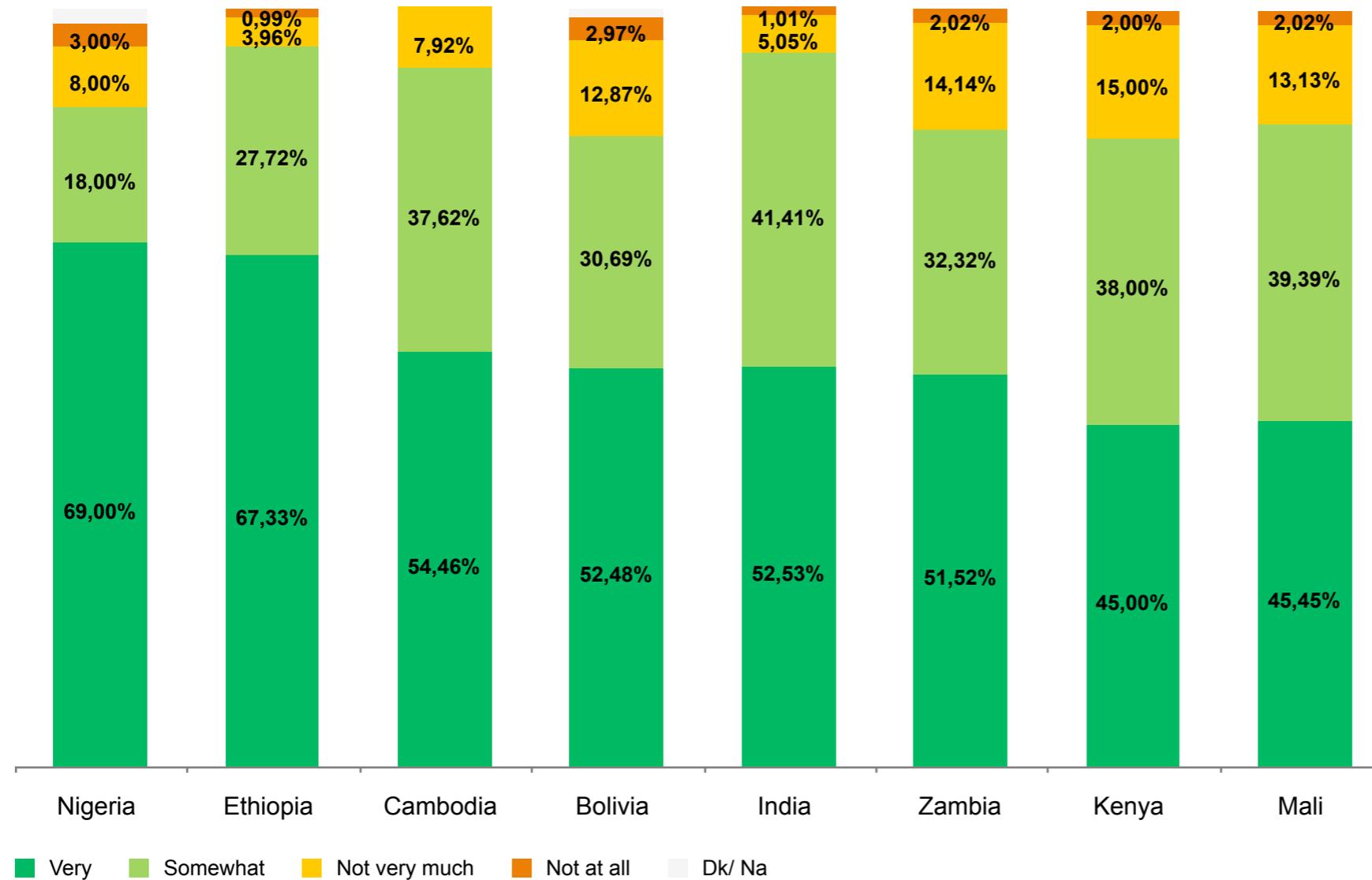
	Zambia	Kenya	Nigeria	Mali	Ethiopia	India	Cambodia	Bolivia
Malnutrition	27%	17%	20%	25%	24%	39%	9%	56%
Malaria	16%	34%	28%	47%	8%	4%	7%	-
Lack of access to health services	21%	15%	23%	7%	24%	7%	11%	18%
Lack of improved water & sanitation services	6%	8%	9%	9%	15%	18%	31%	8%
HIV / AIDS	18%	8%	2%	2%	12%	3%	7%	1%
Diarrhea	4%	3%	4%	2%	8%	6%	8%	-
Acute Respiratory infections	2%	1%	2%	1%	4%	9%	15%	5%
Infections	2%	3%	3%	2%	-	7%	2%	2%
Tetanus	-	-	-	-	-	-	3%	-
Measles	1%	4%	6%	-	-	1%	1%	1%
Pneumonia	1%	4%	1%	1%	1%	3%	4%	1%
Droughts	-	2%	-	-	3%	1%	1%	-
Wars / Tribal conflicts	1%	-	1%	-	1%	-	-	-

■ Top cause by country   ■ 2nd main cause by country

Basis: Middle class population in each country

Concern about child mortality in their country

Question: How concerned would you say you are about child mortality in (MENTION COUNTRY)?

	Nigeria	Ethiopia	Cambodia	Bolivia	India	Zambia	Kenya	Mali
Not at all / Dk-Na	3,00%	0,99% / 3,96%	7,92%	2,97%	1,01% / 5,05%	2,02%	2,00%	2,02%
Not very much	8,00%			12,87%		14,14%	15,00%	13,13%
Somewhat	18,00%	27,72%	37,62%	30,69%	41,41%	32,32%	38,00%	39,39%
Very	69,00%	67,33%	54,46%	52,48%	52,53%	51,52%	45,00%	45,45%

■ Very ■ Somewhat ■ Not very much ■ Not at all ▢ Dk/ Na

Basis: Middle class population in each country

MIDDLECLASS OPINION
-
CHILD MORTALITY: Awareness & Problem dimension
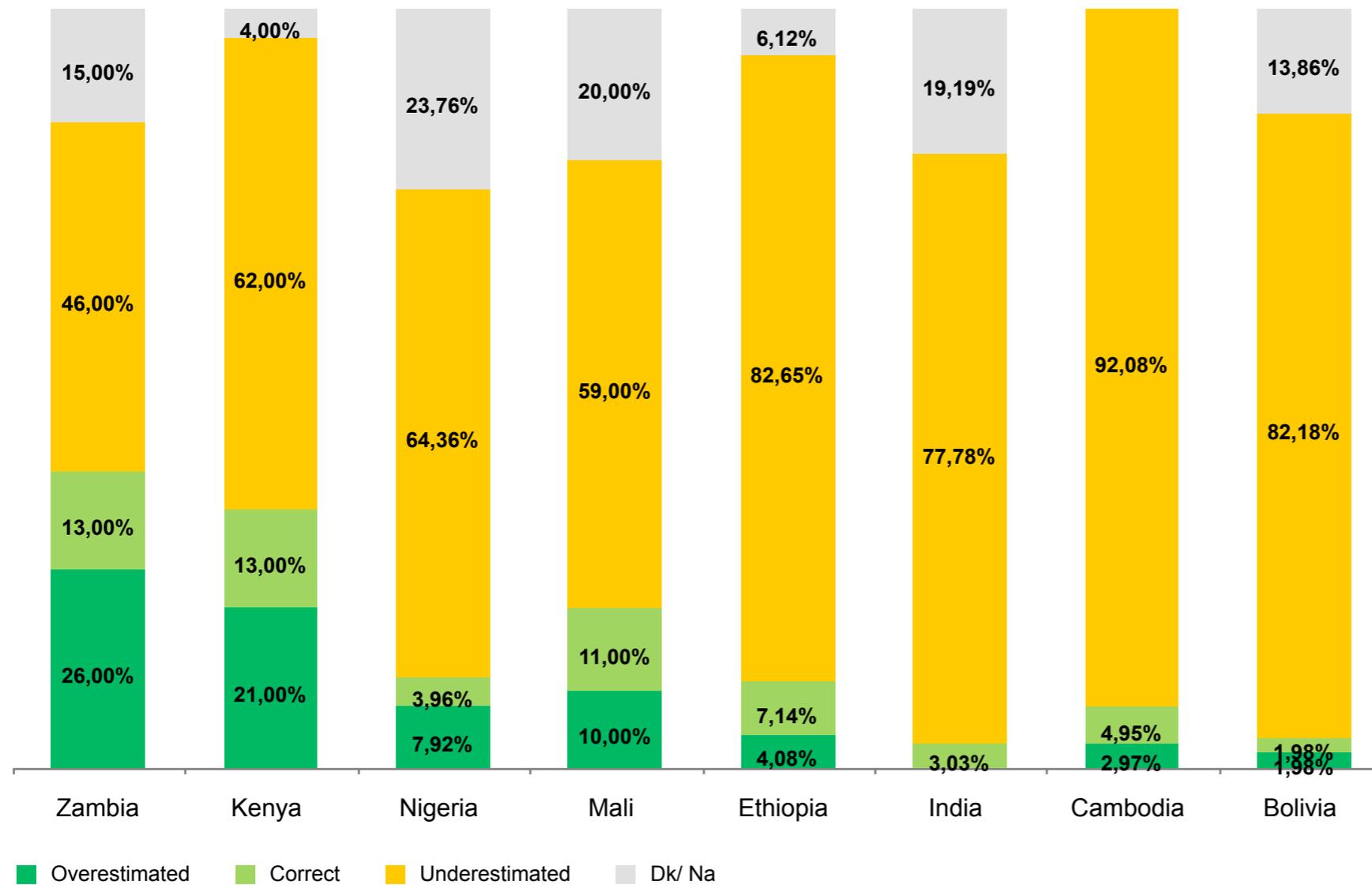
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Assessment of child mortality as a serious problem

Question: How would you rate the problem of child mortality in your country? Would you say it is...?
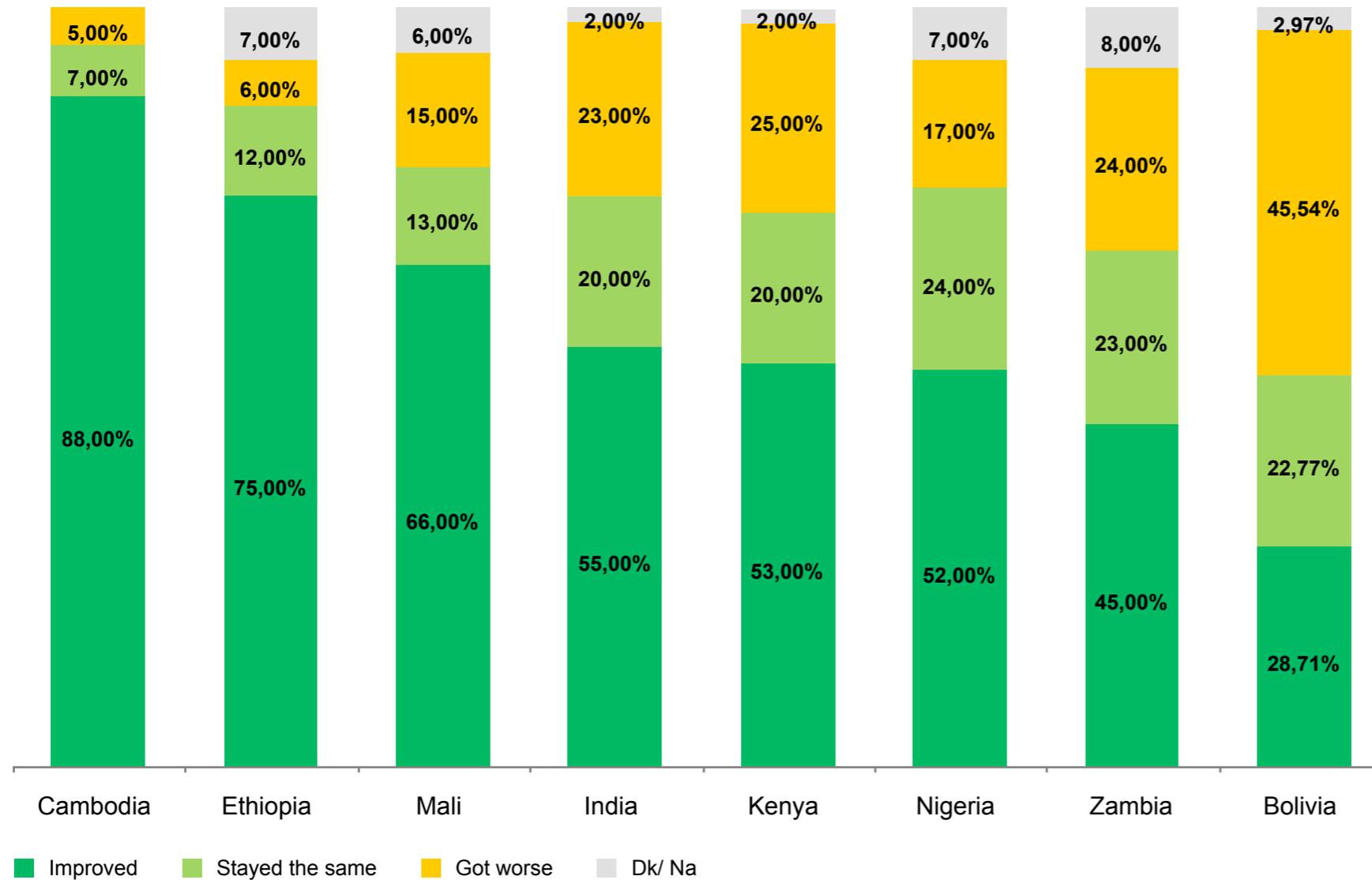
	Nigeria	Kenya	India	Ethiopia	Mali	Zambia	Bolivia	Cambodia
Dk/ Na								
Not serious at all			1,01%			1,04%	0,99%	
Not to serious	1,00%	6,00%	3,03%	1,00%	5,10%	7,29%	10,89%	10,00%
	8,00%			7,00%				
Somewhat serious	22,00%	33,00%	36,36%	35,00%	39,80%	37,50%	35,64%	47,00%
Very serious	65,00%	61,00%	59,60%	56,00%	55,10%	54,17%	51,49%	43,00%

■ Very serious　■ Somewhat serious　■ Not to serious　■ Not serious at all　□ Dk/ Na

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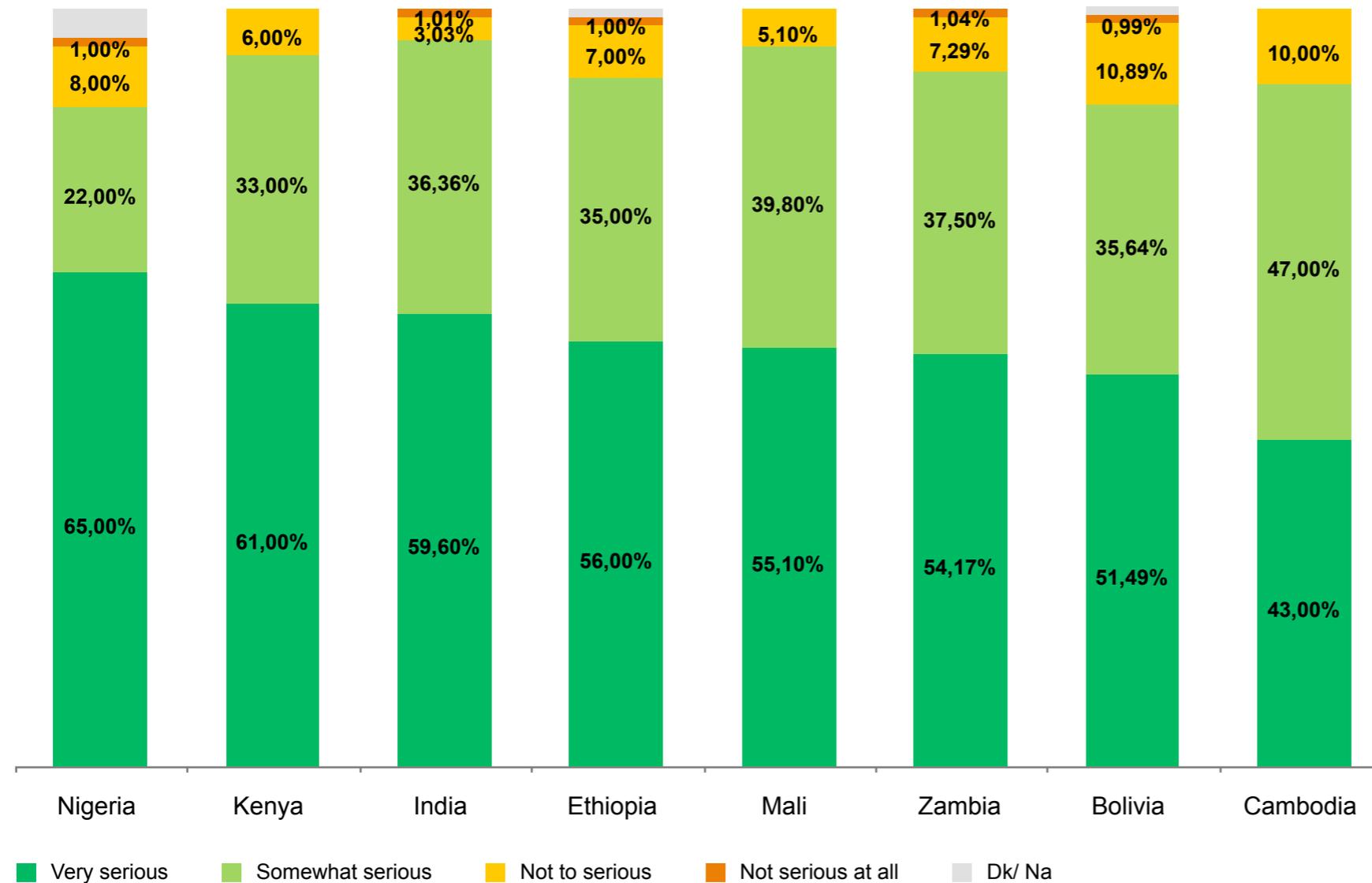
Number of children dying every year

Question: According to what you may know or may have heard: how many children under 5 die every year in your country? I know this is a difficult question and that you probably don't know the number but your best estimation based on what you know or believe will do. (CARD SHOWN)
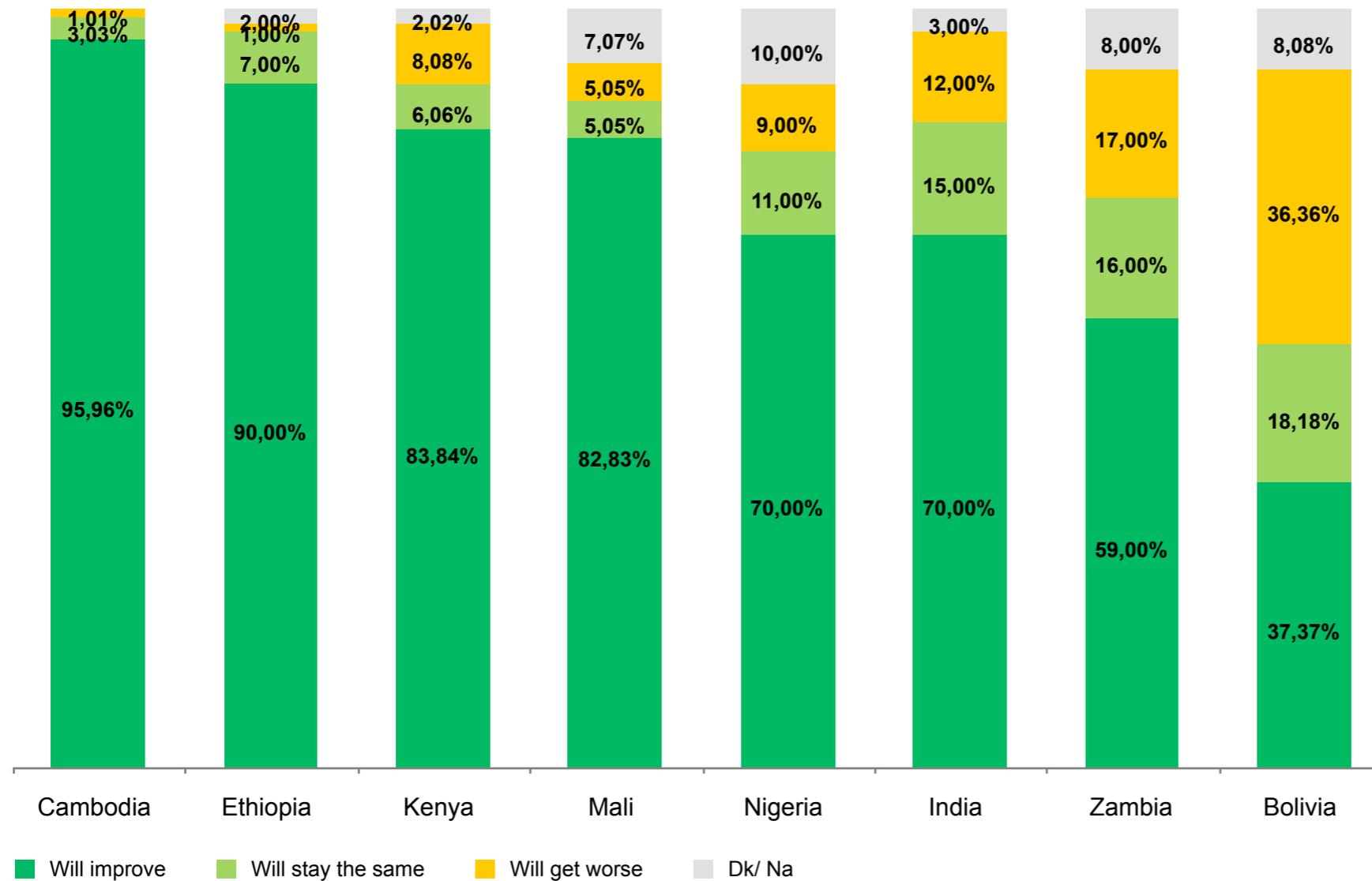
	Zambia	Kenya	Nigeria	Mali	Ethiopia	India	Cambodia	Bolivia
Dk/ Na	15,00%	4,00%	23,76%	20,00%	6,12%	19,19%		13,86%
Underestimated	46,00%	62,00%	64,36%	59,00%	82,65%	77,78%	92,08%	82,18%
Correct	13,00%	13,00%	3,96%	11,00%	7,14%	3,03%	4,95%	1,98%
Overestimated	26,00%	21,00%	7,92%	10,00%	4,08%		2,97%	1,98%

Legend: ■ Overestimated ■ Correct ■ Underestimated ■ Dk/ Na

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Evolution of child mortality in the last years

Question: Regarding the present situation of child mortality in Mali in the last 3 years, would you say that it has improved, it has got worse, or it has stayed the same?
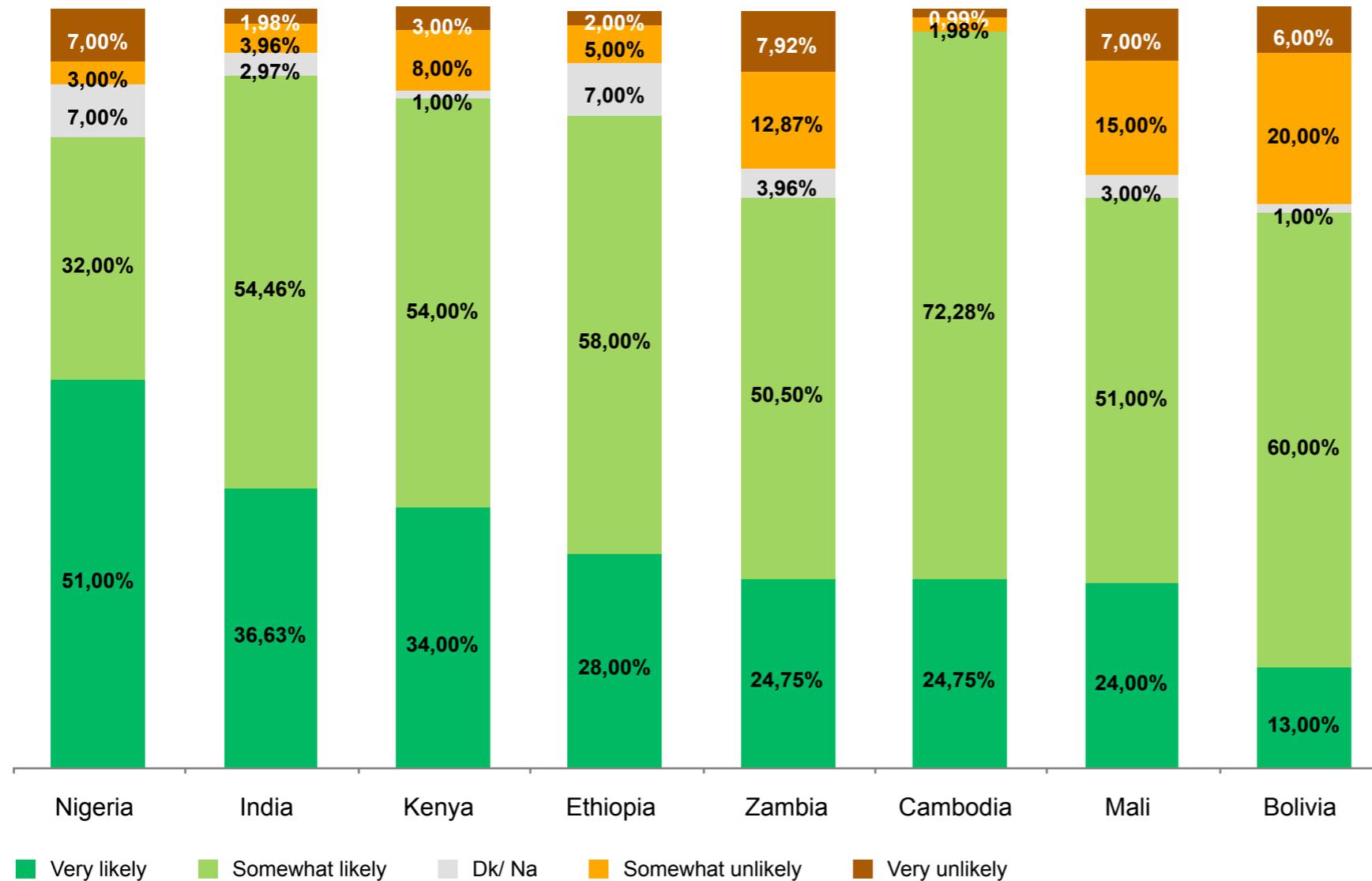

	Cambodia	Ethiopia	Mali	India	Kenya	Nigeria	Zambia	Bolivia
Dk/ Na		7,00%	6,00%			7,00%	8,00%	2,97%
Got worse	5,00%	6,00%	15,00%	2,00%	2,00%	17,00%	24,00%	45,54%
Stayed the same	7,00%	12,00%	13,00%	23,00%	25,00%	24,00%	23,00%	22,77%
Improved	88,00%	75,00%	66,00%	20,00%	20,00%	52,00%	45,00%	28,71%
				55,00%	53,00%			

■ Improved ■ Stayed the same ■ Got worse ■ Dk/ Na

Expectations on Child Mortality for the next years

Question: And thinking about the next 3 years, would you say that it will improve, it will get worse, or it will stay the same as it is now?
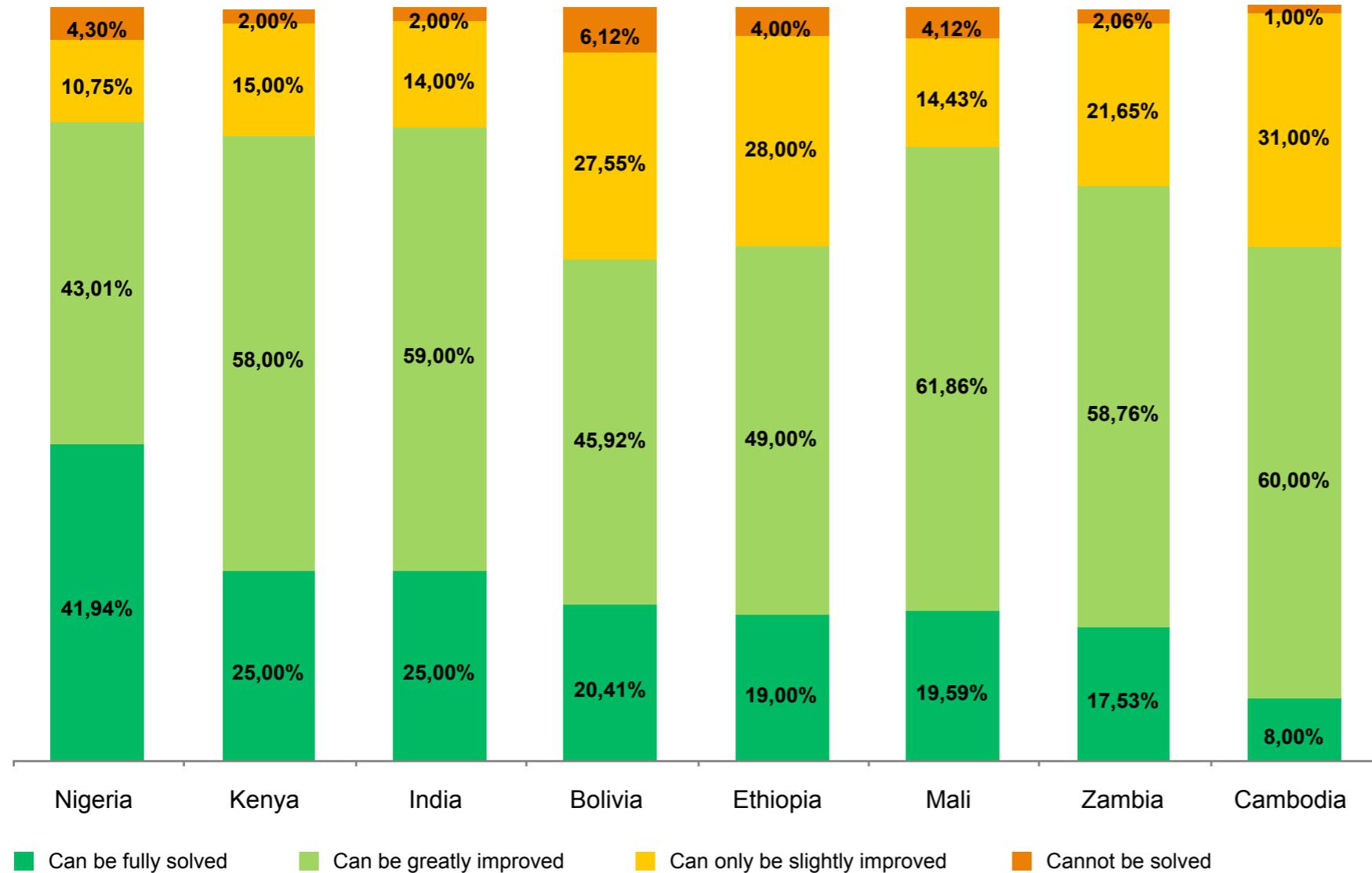

	Cambodia	Ethiopia	Kenya	Mali	Nigeria	India	Zambia	Bolivia
Dk/ Na	1,01%	2,00%	2,02%	7,07%	10,00%	3,00%	8,00%	8,08%
Will get worse		1,00%	8,08%	5,05%	9,00%	12,00%	17,00%	36,36%
Will stay the same	3,03%	7,00%	6,06%	5,05%	11,00%	15,00%	16,00%	18,18%
Will improve	95,96%	90,00%	83,84%	82,83%	70,00%	70,00%	59,00%	37,37%

■ Will improve   ■ Will stay the same   ■ Will get worse   ■ Dk/ Na

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Likeliness of achieving MDG4

Question: One of the objectives to be achieved by 2015, as set by the world leaders in the Millennium Development Goals, is to reduce under-five mortality rate by two thirds. How likely do you think it is for this goal to be achieved in your country?

	Nigeria	India	Kenya	Ethiopia	Zambia	Cambodia	Mali	Bolivia
Very unlikely	7,00%	1,98%	3,00%	2,00%	7,92%	0,99%	7,00%	6,00%
Somewhat unlikely	3,00%	3,96%	8,00%	5,00%	12,87%	1,98%	15,00%	20,00%
Dk/ Na	7,00%	2,97%	1,00%	7,00%	3,96%		3,00%	1,00%
Somewhat likely	32,00%	54,46%	54,00%	58,00%	50,50%	72,28%	51,00%	60,00%
Very likely	51,00%	36,63%	34,00%	28,00%	24,75%	24,75%	24,00%	13,00%

Legend: ■ Very likely ■ Somewhat likely ■ Dk/ Na ■ Somewhat unlikely ■ Very unlikely

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Institution most responsible for solving child mortality

Question: When it comes to child mortality, who do you think is mostly responsible for its solution in the country?

	Zambia	Kenya	Nigeria	Mali	Ethiopia	India	Cambodia	Bolivia
The national government	62%	66%	49%	52%	59%	31%	42%	18%
The local government	20%	19%	20%	21%	25%	45%	25%	69%
International development organizations	3%	4%	9%	12%	4%	10%	14%	4%
Civil society organizations	8%	7%	-	8%	8%	12%	5%	3%
Donor Countries	3%	2%	7%	4%	3%	2%	12%	3%
DK/NA	3%	-	3%	1%	-	-	-	1%

Basis: Middle class population in each country

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Institution most <u>efficient</u> for solving child mortality

Question: And who do you think would be the most efficient one in solving the problem in this country?

	Zambia	Kenya	Nigeria	Mali	Ethiopia	India	Cambodia	Bolivia
The national government	36%	47%	34%	26%	25%	48%	40%	25%
The local government	23%	13%	10%	16%	19%	21%	18%	37%
International development organizations	13%	17%	14%	29%	23%	11%	19%	15%
Civil society organizations	16%	12%	-	19%	21%	16%	8%	11%
Donor Countries	9%	7%	11%	8%	12%	2%	13%	5%
No one	-	-	-	-	1%	1%	-	3%
DK/NA	4%	-	3%	1%	-	-	-	2%

Basis: Middle class population in each country

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Institution most reliable for child mortality

Question: And who would be the most reliable one? (CARD SHOWN)

	Zambia	Kenya	Nigeria	Mali	Ethiopia	India	Cambodia	Bolivia
The national government	27%	34%	36%	19%	25%	35%	41%	19%
The local government	14%	11%	15%	15%	11%	17%	16%	28%
International development organizations	14%	18%	20%	22%	23%	15%	19%	20%
Donor Countries	23%	22%	12%	24%	16%	10%	13%	9%
Civil society organizations	16%	8%	-	17%	18%	18%	9%	10%
No one	1%	1%	-	1%	2%	4%	-	8%
DK/NA	5%	1%	4%	1%	-	1%	-	4%

Basis: Middle class population in each country

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