

# A Tumultuous **World** Through Children's Eyes

The Changing Childhood Project: A multigenerational, international survey on climate change knowledge, information, trust and identity

## Summary of key findings

The Changing Childhood Project, a survey-based collaboration between UNICEF and Gallup, was created to understand how children and young people view and experience our rapidly changing world.

Following the project's [initial launch](#) in 2021 across a range of topics, this second phase focuses on four pressing issues: knowledge about climate change, information sources, trust, and identity in an interconnected world.<sup>1</sup> After asking people in 55 countries (*see Appendix*) about these issues as part of the latest Gallup World Poll, we compared responses of children and young people with those of their older counterparts.

Our findings reflect the challenges children and young people are facing and reveal how they experience the world differently compared with older generations. The survey results also hint at potential pathways to solving some of our greatest challenges, today and in the future.

### Climate change knowledge

[In the right conditions](#), understanding climate change can guide behaviour and foster the urgency needed to successfully mitigate its impacts on people and the planet. Although, on average, 80 per cent of respondents across 55 countries said they had heard of climate change, our results reveal alarming gaps in understanding. For example:

- Among those who said they have heard of climate change, fewer than half of those surveyed understand what it is. On average, a greater share of people mistakenly believe that climate change refers to seasonal weather patterns (48 per cent) than correctly associate it with “rising average world temperatures and extreme weather events resulting from human activity” (45 per cent).<sup>2</sup>

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1 The five UNICEF questions included in the 2022 Gallup World Poll may be found [here](#). Field work for these questions was completed from April 2022 through February 2023.

2 Quotation refers to the phrasing of this UNICEF question in the 2022 Gallup World Poll.

- On average, across 55 countries surveyed, just 50 per cent of young people aged between 15 and 24 identified the correct definition of climate change between two given options.
- Examining results across country income levels reveals stark differences. Apart from people in high-income countries and those aged between 15 and 39 in upper-middle-income countries, majorities of people in all other country income-level groupings and cohorts chose the incorrect definition of climate change (see Figure 1).

The good news is that young people are, on average, the most climate-conscious age group across all country income levels. In addition, based on UNICEF's analysis of Gallup data, awareness of climate change has improved across all age groups since 2007–2008.

### Information and trust in a digital age

In a world in which information sources proliferate – often without guardrails to ensure accuracy – disinformation and misinformation are spreading. The rise of artificial intelligence (AI), with its ability to mimic human work, is expected to exacerbate the challenge of distinguishing truth from falsehood. The UNICEF–Gallup poll results highlight vast differences between young and older people in terms of where they access information. Levels of trust in these information sources is modest at best. The data show that:

- Young and older people inhabit different information ecosystems: A majority (60 per cent) of those aged between 15 and 24 use social media as their primary source of information, on average, while a majority (75 per cent) of those aged 65+ rely on radio, television and print newspapers for information.
- While many young people rely on social-media platforms to stay informed, they are the least trusted of any information source the survey asks about. On average, just 23 per cent of those aged between 15 and 24 have a lot of trust in the information they provide.

- Doctors and health-care workers are the most trusted information sources overall, with 55 per cent of young people on average saying they trust them a lot.
- Trust in traditional media sources is limited across generations: Radio, television and print or online newspapers are trusted a lot by 31 per cent of those aged between 15 and 24 and those aged 65+.

### Identity in a connected world

We live in an interconnected, globalized world. Yet our politics remain overwhelmingly domestic. Our survey explored where people feel most connected: to their local communities, their countries or the world. Key findings include:

- Compared to their older counterparts, far more young people identify as citizens of the world. On average, 27 per cent of those aged between 15 and 24 said they identify most with the world as opposed to their nation or local area – approximately twice the percentage of those aged 65+ (14 per cent).
- On average, young people in high-income countries identify as global citizens in the greatest numbers. Other factors associated with feeling connected with the world include living in a city or suburb, having post-secondary education, having internet access and relying primarily on digital information sources (as opposed to traditional ones).

Those who feel most connected to the world may be more open to cross-border collaboration and less prone to nationalistic thinking that regards other nations as rivals. If increasing numbers of young people develop this global mentality, one might imagine a future of greater global cooperation.

## Possibilities

The results of the UNICEF–Gallup survey reflect fractures in our world today in terms of cross-generational differences and inequities regarding the climate crisis, information sources, trust and identity.

Yet the findings may also point the way to solutions. Recognizing shortfalls in climate change knowledge can build momentum for educating people on the issue. Looking to the future, a more expansive worldview among young people may offer hope for greater international collaboration and more cross-border alliances. Such a perspective is needed to address global problems such as misinformation, disinformation and the climate crisis.

Explore the findings and interact with the data at [changingchildhood.unicef.org](https://changingchildhood.unicef.org) →



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# Introduction

## Three global challenges – and potential solutions

We are living in an era defined by three long-term challenges shaping the lives of children around the world. The first is the climate emergency. The second is the difficulty in separating fact from fabrication in the age of digital media. The third is the limited capacity of our political institutions to drive positive change in a globalized world.

These problems are notable for their scale, complexity and interconnectedness. They are also created by humans – the unintended effects of failing to account for the cost of modern life and existing paths to higher living standards. It is now our collective responsibility to manage or overcome them.

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UNICEF has partnered with Gallup, whose annual World Poll offers the chance to hear people’s perspectives on these issues across generations and around the world. For this second phase of the [Changing Childhood Project](#), UNICEF asked five questions to respondents in 55 countries (see *Appendix*) as part of Gallup’s 2022 World Poll, conducted between April 2022 and February 2023.

While our findings reflect deep fractures, they also help point the way to repair. Confronting the climate crisis means ensuring children and young people understand it. Governing an evolving information ecosystem means listening to children and young people as they navigate it. And reimagining our fraught global order means respecting a different worldview emerging among children and young people.<sup>3</sup>

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<sup>3</sup> For information on survey methodology and our analysis of the results, please see the Methodology and Terminology section.



# Climate change knowledge

## An alarming deficit

The world is facing an ecological emergency. Global temperatures for the past eight years are the [warmest on record](#) and extreme weather events, such as droughts, floods and heat waves, are disrupting the lives of millions of people. There is no historical precedent for the scale of this problem, nor for what it will take for humans to mitigate it. Doing so will require nothing less than a vast, equitable mobilization of finance and technology, far-reaching policy and behavioural change, and an overhaul of the world's infrastructure. And, of course, political will. Thus far, the response of the world's most powerful governments and corporations has been [woefully inadequate](#). Despite promising developments in certain areas, such as the falling cost of renewable energy generation and the rising uptake of electric vehicles, these efforts are dwarfed by the monumental scale of the problem.

How can we accelerate progress in the fight against climate change and produce the massive transformation that is needed? Part of the answer may lie in expanding people’s knowledge of climate change – that is, ensuring the world’s population understands the crisis and what is at stake. Understanding climate change can play a role in driving action and [shaping behaviour](#) at individual, community and societal levels. Greater awareness can [foster a collective sense of urgency](#) and help [drive changes needed](#) to mitigate the impacts of climate change. When accompanied by [mechanisms to hold the powerful accountable](#), climate awareness can motivate people to push for climate solutions.

Yet our work with Gallup reveals a stunning lack of understanding about climate change, especially among those most vulnerable to it (see *text box*). Across all age groups, on average, 80 per cent of respondents said they have heard of climate change. But among those who said they have heard of it, fewer than half of them understand what it is. On average, a greater share of people mistakenly believe that climate change refers to seasonal weather patterns (48 per cent) than correctly associate it with “rising average world temperatures and extreme weather events resulting from human activity” (45 per cent).<sup>4</sup>

### Climate awareness vs. climate understanding

Our analysis defines ‘climate awareness’ as having heard of climate change, in line with UNICEF’s first question to respondents in the 2022 Gallup World Poll. We define ‘climate understanding’ as a level deeper – having the ability to identify the correct definition of climate change (which connects extreme weather to human activity), in line with UNICEF’s follow-up question to respondents in the poll.

One encouraging sign is that young people are, on average, the most climate-conscious age group across all country income levels. In the latest UNICEF–Gallup survey, 50 per cent of young people aged between 15 and

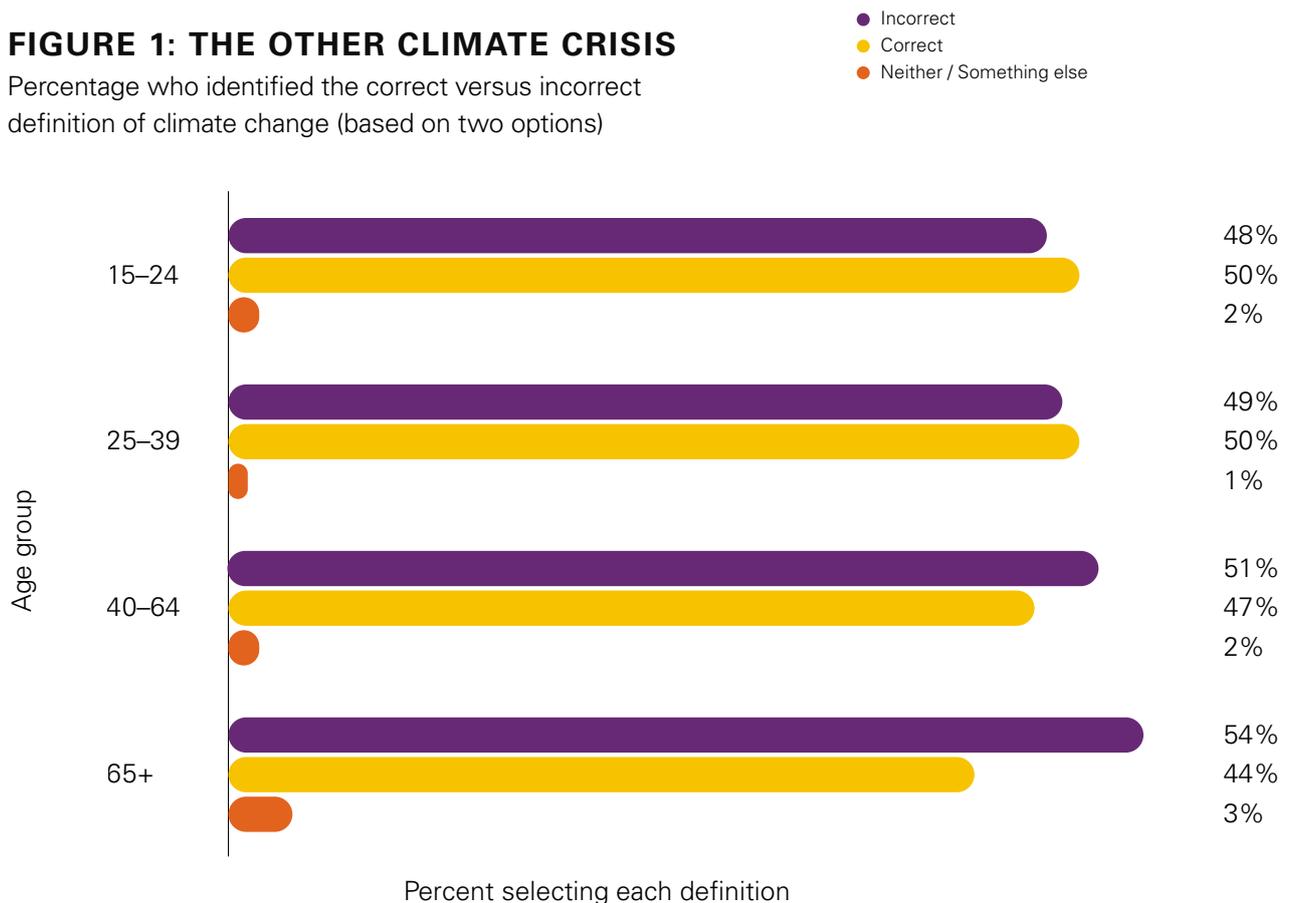
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4 Quotation refers to the phrasing of this UNICEF’s question in the 2022 Gallup World Poll.

24 understood climate change, versus 44 per cent of those aged 65+. Overall, the younger the generation, the greater the percentage of respondents identifying the correct definition of climate change between the two given options (see Figure 1).

**FIGURE 1: THE OTHER CLIMATE CRISIS**

Percentage who identified the correct versus incorrect definition of climate change (based on two options)

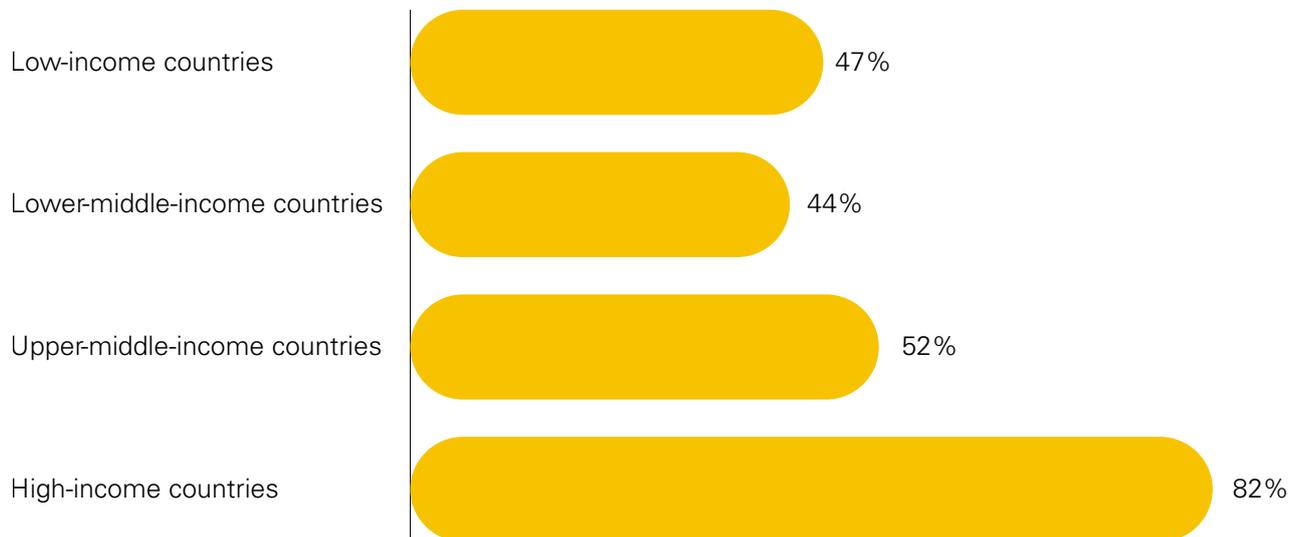


**Note:** The chart above is based on data only for respondents who say they have heard of climate change (in response to the initial survey question on the topic). Due to rounding, total percentages for the oldest age cohort is 101 per cent.

But while young people are ahead of their older counterparts in this respect, they are not sufficiently informed (see Figure 2). Apart from people in high-income countries and those aged between 15 and 39 in upper-middle-income countries, majorities of people in all other country income-level groupings and age cohorts chose the incorrect definition of climate change. Given the scope and gravity of the climate crisis, we need to aim for 100 per cent of young people understanding climate change. Doing so means ensuring education systems and information ecosystems are equipping them with the knowledge required.

## FIGURE 2: CLIMATE KNOWLEDGE GAPS

Percentage of young people aged 15–24 who identified the correct definition of climate change, by country income level



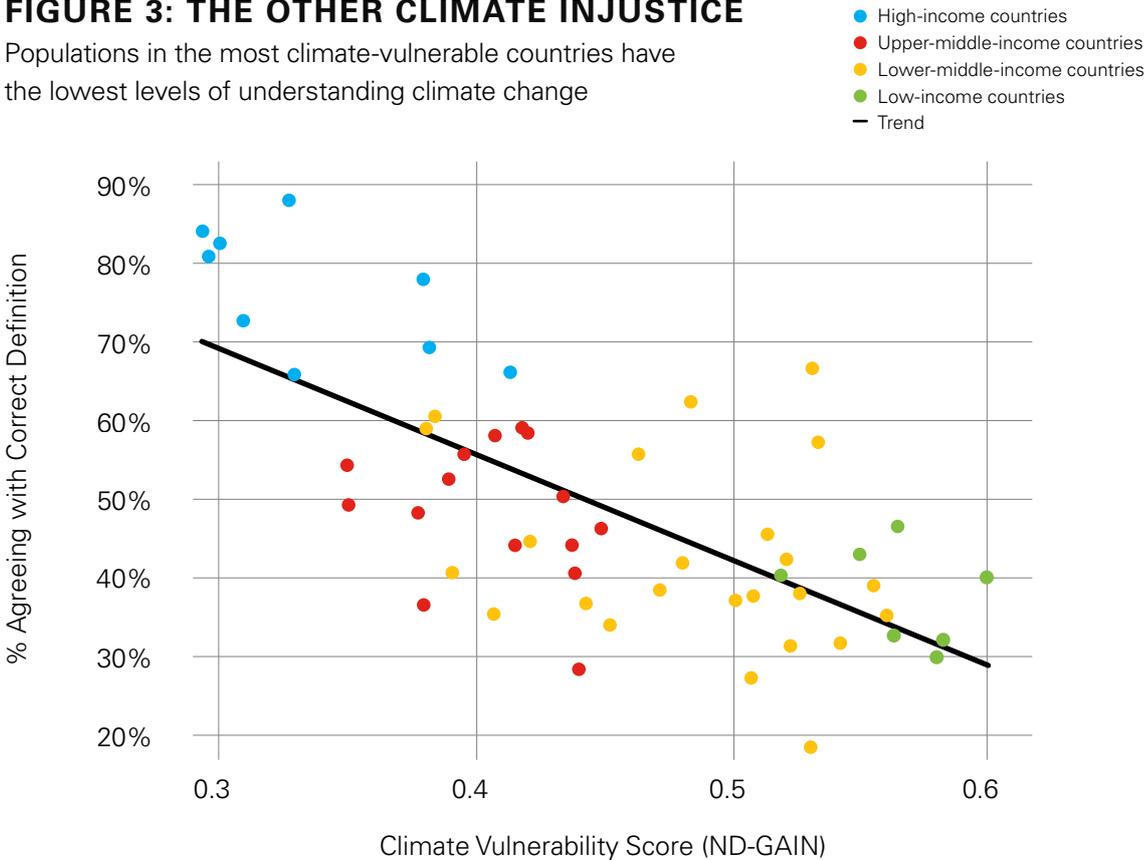
These findings are significant because the issue of climate knowledge on a global level is poorly understood. Much of the public discussion and emerging research seems to take for granted that the global population has a grasp of the issue. For example, a [recent study](#) explores how attitudes about climate change correlate with support for certain mitigation policies in 20 high-income and middle-income countries. The research reveals pathways to building public support for government action in those countries. However, such action is downstream of the foundational issue of raising climate awareness around the world. For people to properly consider climate change policies, they must first understand what climate change is.

Our findings are consistent with those of the [Afrobarometer survey](#), which found that across 20 African countries in 2022–2023, only half of citizens were aware of climate change. These data and the UNICEF–Gallup results underscore and add another layer to the inequity that defines the climate emergency. People living in poorer countries, who have contributed the least to the crisis, are more exposed to its effects and least equipped to adapt. There is an inverse correlation between a country’s climate vulnerability and the climate knowledge of its population (*see Figure 3*).

Surely those with the greatest exposure deserve to understand the fundamental dynamics of the climate emergency.

### FIGURE 3: THE OTHER CLIMATE INJUSTICE

Populations in the most climate-vulnerable countries have the lowest levels of understanding climate change



**Note:** ND-GAIN refers to the [University of Notre Dame Global Adaptation Initiative’s Country Index](#), which shows a country’s vulnerability to climate disruptions and assesses its ability to invest in climate adaptation.

The widespread lack of knowledge about climate change raises questions about how levels of understanding are changing over time: Are they improving and, if so, how quickly? To answer these questions, we compared our results with those from an earlier attempt to capture climate knowledge in 2007–2008.<sup>5</sup> The results from this earlier survey were collected at a time when action against climate change was in its infancy, preceding the seminal

<sup>5</sup> The 2007 Gallup World Poll, conducted from 2007–2008, first asked respondents if they had ever heard of global warming or climate change. Only those who said they knew something or a great deal about climate change were then asked a climate-understanding question: “Temperature rise is a part of global warming or global change. Do you think rising temperatures are a result of human activities or a result of natural causes?” Further information on the 2007 World Poll questions is [here](#). Our analysis compared these results to the 2022 World Poll data. As in 2007, we excluded respondents who said they had not heard of climate change in an initial question and then posed the ‘understanding’ question: “When you hear the phrase ‘climate change’, which of the following comes to mind? (1) Seasonal changes in weather that occur every year or (2) More extreme weather events and a rise in average world temperatures resulting from human activity?” If a respondent answered “both”, interviewers probed by asking: “Which is closer to your view?”

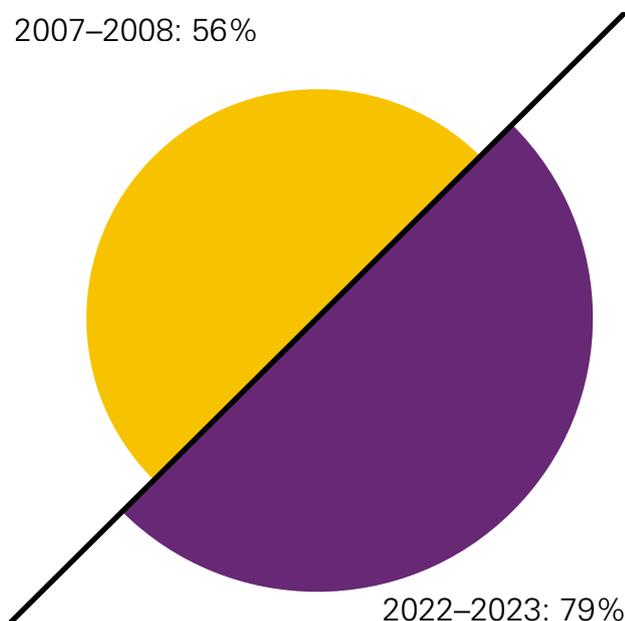
climate accords established in Copenhagen and Paris in 2009 and 2015, respectively. At that time, climate change was largely discussed as a problem for the future, rather than one causing widespread damage today. While the two studies differ in their exact design, they are sufficiently close that we can examine results across questions, enabling comparisons for a group of 45 countries surveyed.<sup>6</sup>

The good news is that, globally, significantly more people are aware of climate change today than they were approximately 15 years ago. Based on a median of 45 countries, just 56 per cent of people had an awareness of climate change in 2007–2008; the 2022–2023 survey saw an improvement of 23 percentage points (*see Figure 4*).<sup>7</sup>

#### FIGURE 4: EXPANDING AWARENESS

Change in climate change awareness, over the past ~15years, among people aged 15+

2007–2008: 56%



2022–2023: 79%

**Note:** Data are based on a median of 45 countries which participated in both the 2007–2008 and 2022–2023 surveys. Elsewhere in the report, we cite the median of 55 countries which participated in the 2022–2023 survey.

6 Of the 55 countries surveyed in 2022–2023, 10 countries were not asked a climate change question in 2007–2008. As a result, the 2007–2008 and 2022–2023 comparison of results is based on a subset of 45 countries surveyed in both years.

7 As noted elsewhere in the report, UNICEF field work for the 2022 Gallup World Poll was conducted between April 2022 and February 2023.

Progress on understanding climate change has not kept pace with progress on simply being aware of it, but there have been improvements. Climate knowledge has improved among all age groups since 2007–2008, when 37 per cent of those aged between 15 and 24 understood climate change; by 2022–2023, that figure had risen by 3 percentage points. In 2007–2008, just 30 per cent of those aged 65+ understood climate change; by 2022–2023, that figure had improved by 8 percentage points. As previously noted, young people remain ahead of older people in terms of climate knowledge, but the survey comparison shows that the gap between generations has shrunk over time.

One reason progress on climate understanding lags awareness is straightforward: As more of the global population becomes aware of climate change, those who also understand it make up a smaller percentage of a much larger pool of people. To illustrate this, it is helpful to look at climate knowledge as a three-step ladder: rung 1 is being unaware of climate change, rung 2 is being aware of climate change but not understanding it, and rung 3 is being aware of climate change *and* understanding it. One would not expect people to step from having no awareness of climate change (rung 1) straight to being aware of *and* understanding it (rung 3); most people first need to pass through the middle category of being aware of it but not yet understanding it (rung 2). The majority of all groups, apart from those aged 65+,<sup>8</sup> were on rung 2 in 2022–2023: They were aware of climate change but did not (yet) understand it.

However, the overall data on climate knowledge show that far too few people understand what climate change is. This should not be a surprise. The reality is that educating people about climate change has not been a top priority for the global community. A [recent study](#) by UNICEF reveals that education is entirely missing from the portfolios of the major climate funds set up to prepare countries for the effects of climate change. It is difficult to see how we can achieve the change we need with such a

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<sup>8</sup> In 2022–2023, across the 45 countries, the percentage of those aged 65+ who were aware of climate change but did not understand it (rung 2) was the same as those who were aware of and did understand it (rung 3).

knowledge deficit about the issue. Climate knowledge can help strengthen the demand for [change](#). There is emerging evidence that, given the right [conditions](#), those who understand the climate crisis are more likely to want their governments to act.

Notably, more than any other factor, an individual's level of education determines whether or not she/he has heard of climate change. Education levels also help explain whether someone understands climate change: Those with tertiary-level education were 18 percentage points more likely than those with primary education alone to choose the correct definition in the survey. Those with secondary education had an 8 percentage-point advantage over those with primary education alone.

Given the monumental scale of the threat climate change poses, the global community needs to push for all the world's population to understand it. We need to boost investments in climate change literacy and education, especially among children and young people, and particularly among those in the most vulnerable contexts. Effective action on the climate crisis is only possible with mobilization, pressure and political will for change.

Climate knowledge can help strengthen the demand for change: Given the right conditions, those who understand the climate crisis are more likely to want their governments to act.



# Information and trust in a digital age

## A surplus of sources, a scarcity of trust

Alongside the climate emergency, we are living through a digital revolution with growing concerns about eroding trust in various aspects of life. Digital communications have reduced the cost of information but have also made it harder to discern which sources are trustworthy, and easier to widely share misinformation and disinformation. While social-media platforms are now distributing news, they have largely resisted calls to systematically fact-check content. [In this environment](#), disinformation, misinformation and propaganda can thrive. The rise of AI, with its ability to formulate synthetic content that mimics work created by humans, [is expected to exacerbate these problems](#).

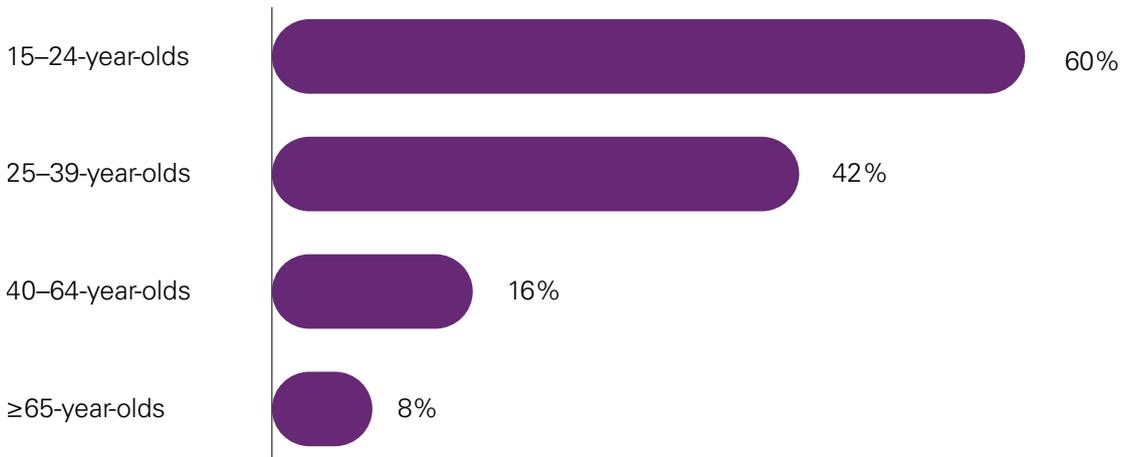
The UNICEF–Gallup data reveal a vast gulf between young and older people in the information sources they rely on most. The younger the generation, the more likely its members are to rely on social-media platforms as their primary information source (*see Figure 5*), and the older the generation, the more likely they are to rely on traditional media sources (*see Figure 6*). The

The UNICEF–Gallup data reveal a vast gulf between young and older people in the information sources they rely on most.

majority (60 per cent) of those aged between 15 and 24 use social-media platforms as their primary source of information, while the majority (75 per cent) of those aged 65+ rely mostly on radio, television and print newspapers.

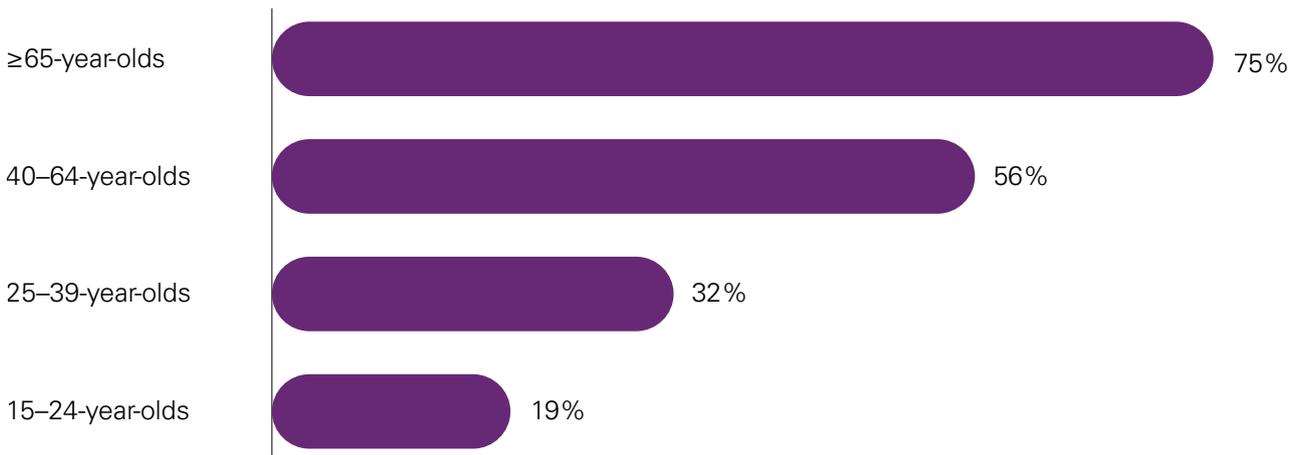
### FIGURE 5: A SOCIAL-MEDIA DIVIDE

Percentage who use primarily social media to stay informed



### FIGURE 6: TRADITIONAL MEDIA IN A DIGITAL AGE

Percentage who use primarily traditional media (radio, television, newspapers) to stay informed

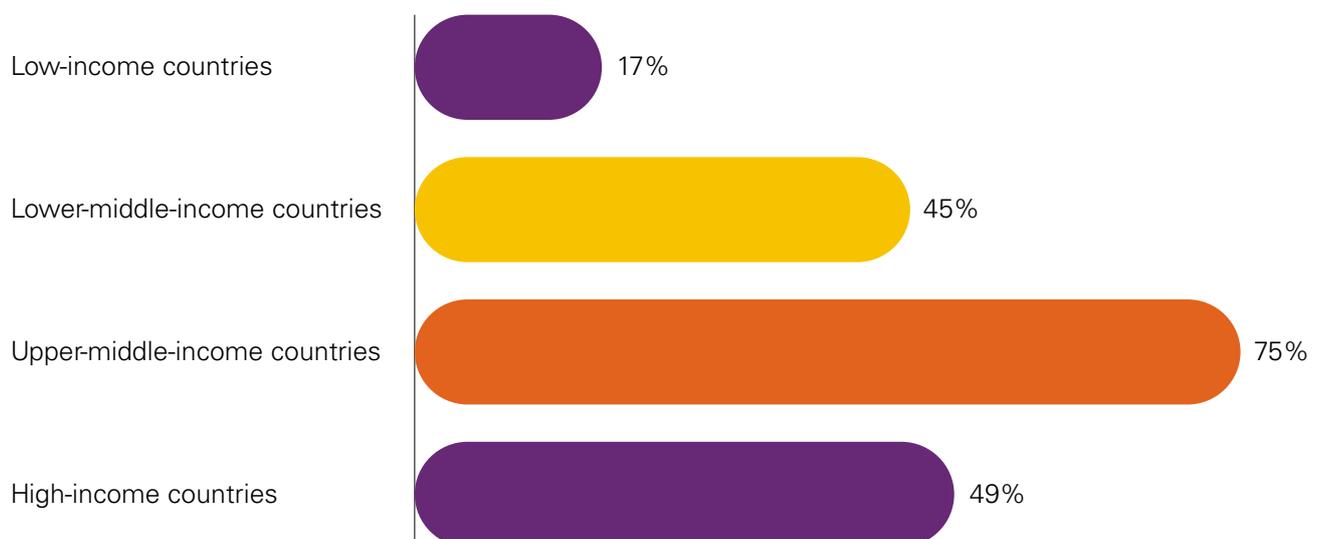


Where are these generational differences the largest? One might expect to find them in advanced economies, where young people live closest to the technology frontier and blaze a trail that the rest of the population take time to follow. Yet the greatest generational divide is evident in upper-middle-income countries, where, on average, those aged between 15 and 24 are more than seven times more likely than people aged 65+ to rely primarily on social-media platforms to stay informed. This dramatic divergence in information sources across generations can have implications for how young and older people view the world. In a number of these countries, near-universal digital access exists alongside traditional domestic media markets that have struggled to successfully transition online.

Social-media platforms fill that void for young people in many of these countries – far more so than in high-income countries, where many media outlets have successfully established an online presence. Three quarters of young people rely on social media in upper-middle-income countries, compared to just half in high-income countries, where nearly a quarter of young people rely mostly on online news outlets (see *Figures 7 and 8*).

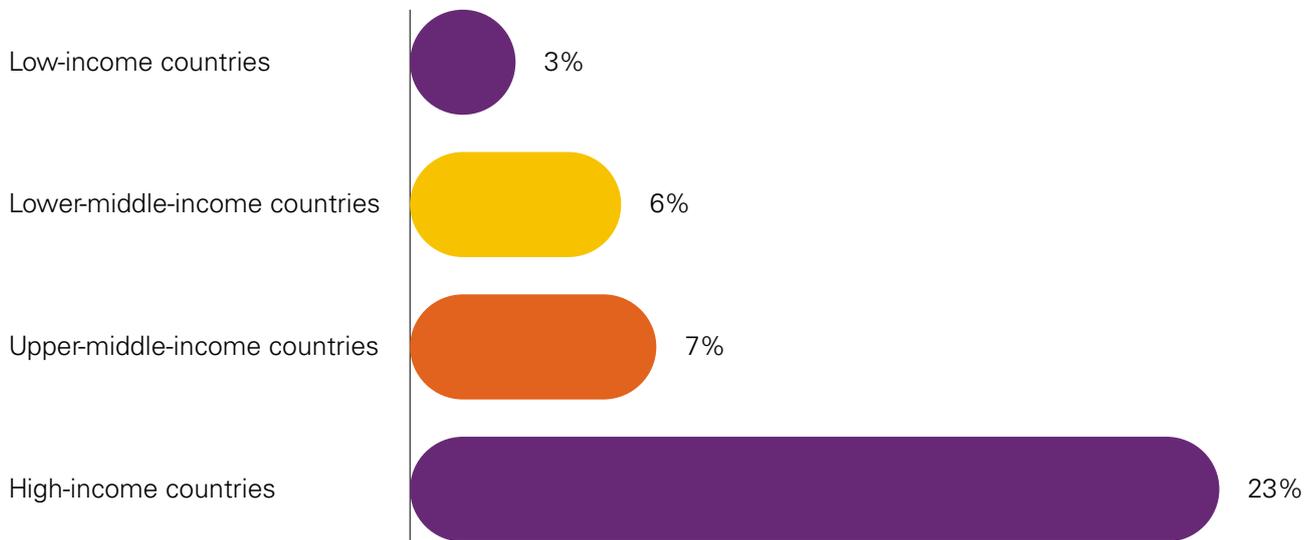
### FIGURE 7: SOCIAL-MEDIA IMBALANCES

Percentage of young people aged 15–24 who rely primarily on social-media to stay informed, by country income level



## FIGURE 8: ONLINE NEWS INEQUALITY

Percentage of young people aged 15–24 who rely primarily on online news sources, by country income level



It is important to note that too many people in low-income and middle-income countries lack access to media sources, whether [online](#) or traditional. For example, 21 per cent of those aged between 15 and 24 in low-income countries reported that they do not have a media information source to help them stay informed. This is also the case for 18 per cent of those aged between 25 and 39 in low-income countries and approximately 25 per cent of those aged 40+.

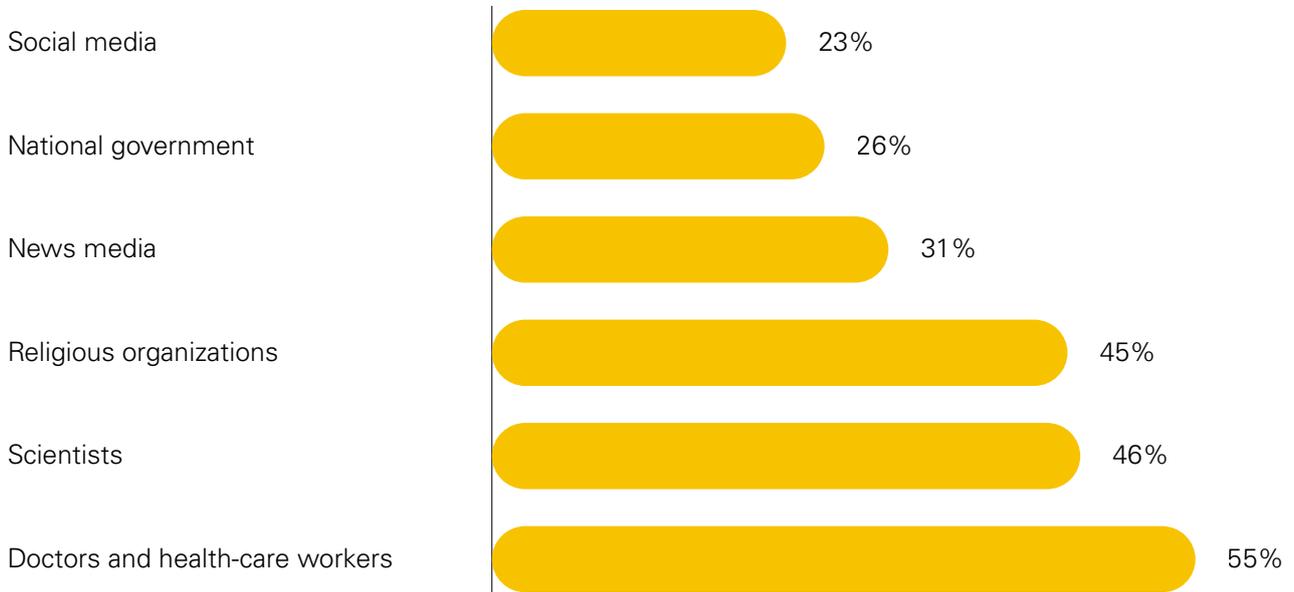
### Confidence in go-to sources

We found that, among young people, social-media platforms are the least trusted of all information sources in the survey (*see Figure 9*). Many young people have shifted to these platforms as their primary information source, but few trust the information they provide. An average of just 23 per cent of those aged between 15 and 24 have a lot of trust in information on social-media platforms. More young people said they have a lot of trust in information from all other sources named in the poll: national government, news media, scientists, religious organizations and – most of all – doctors and health-care workers (55 per cent, on average).

Among young people, social-media platforms are the least trusted of all information sources in the survey.

### FIGURE 9: RELIABLE SOURCES?

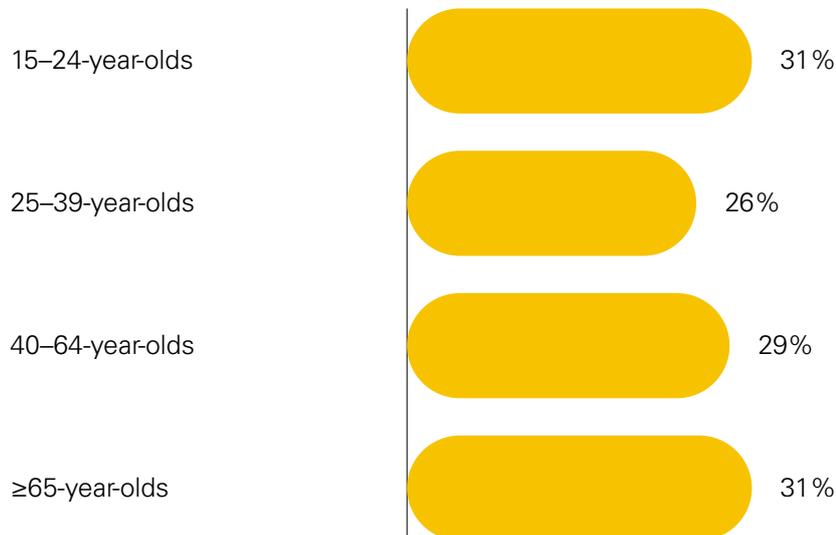
Percentage of young people aged 15–24 who have a lot of trust in:



Trust in information on social-media platforms is low across generations. For example, while older people rely on these platforms far less than young people, even lower percentages of the former said that they trust them: Just 9 per cent of those aged 65+ said they trust information on social-media platforms a lot. Trust in traditional media sources is also low across all generations, but they are more trusted than social-media platforms. Radio, television and print or online newspapers are trusted a lot by 31 per cent of those aged between 15 and 24 and those aged 65+ (see Figure 10).

## FIGURE 10: MUTED CONFIDENCE

Percentage of people who have a lot of trust in news media



Low levels of trust in the information sources young people rely on the most is concerning on multiple levels. Trust is [essential for a healthy society](#) and well-functioning economy. It is the foundation on which norms, institutions and social cohesion are built, and it is a precondition for collective action. Not surprisingly, a lack of trust in government may be a [major barrier](#) to effective environmental action.

Children and young people did not create the fast-moving, digital-information landscape they are now navigating. It is a terrain in which identifying what is true and what is fabricated is growing ever more difficult. Yet it will be up to young people to [govern and \(re\)shape an information system](#) that is worthy of greater trust.



# Identity in a connected world

## Where one calls home

We live in a globalized, interdependent world – one in which our prosperity, well-being and safety increasingly hinge on events and actions of people beyond our national borders. Progress requires taking advantage of foreign technologies and international markets, abiding by transnational rules and cooperating with other countries to respond to common threats such as the COVID-19 pandemic and climate change.

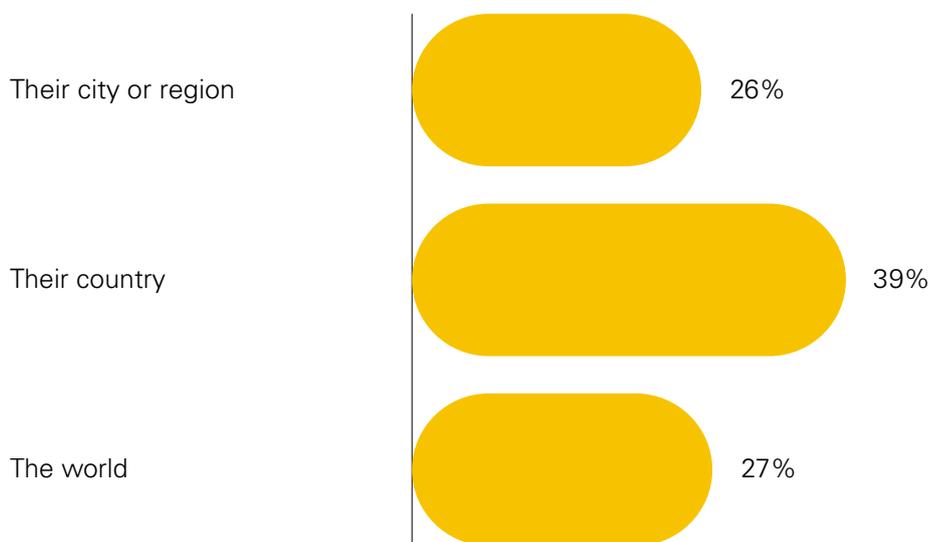
By contrast, our politics remain overwhelmingly domestic: Our political institutions are organized at a national level to serve parochial interests, which creates inevitable tensions. Global organizations are poorly supported and easily hampered by power struggles and rivalries among their members. Politicians can foment populist nationalism for their own benefit. Scapegoating and a [zero-sum mentality](#) which posits that what benefits a 'rival' country must harm one's own are common threads in such rhetoric. Poorly regulated – or, conversely, state-controlled – social-media platforms only serve to amplify such divisive 'us versus them' messaging.

Against this background, it is perhaps no surprise that when we asked people whether they identify most with their local community, their country or the world, the majority of respondents chose their country (see Figure 11). Yet our study reveals that, even in this context, young people overall are more likely to see themselves as part of a global community compared to older people. The younger a person is, on average, the more likely she/he is to identify as a global citizen – that is, as someone who identifies most with the world as opposed to a nation or local area.

The younger a person is, on average, the more likely she/he is to identify as a global citizen.

### FIGURE 11: FINDING HOME

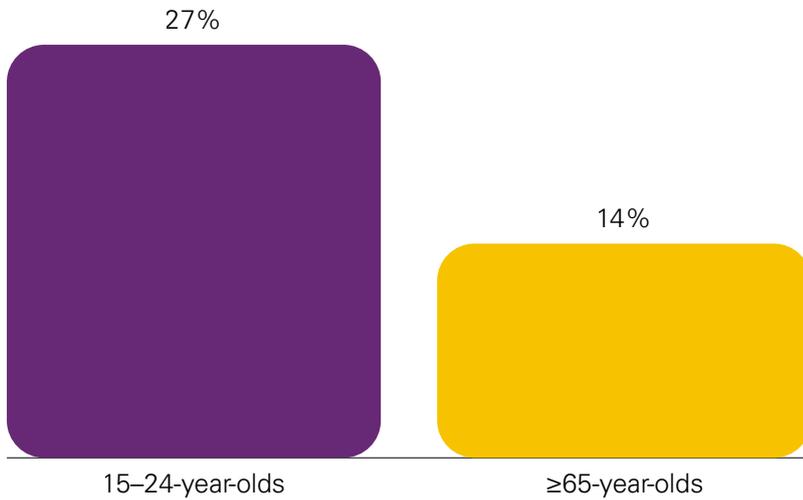
Percentage of young people who say they identify most with:



Indeed, across all country income levels, significantly more young people identify as citizens of the world compared with older people. Nearly twice the share of 15–24-year-olds identify as global citizens (27 per cent) as do their counterparts aged 65+ (14 per cent) (see Figure 12). Among country income-level groupings, young people in high-income countries identify as global citizens in the greatest numbers (see Figure 13). In addition, identification as a global citizen is associated with living in a city or suburb, attaining post-secondary education, having access to the internet and a reliance on online, as opposed to traditional, news sources.

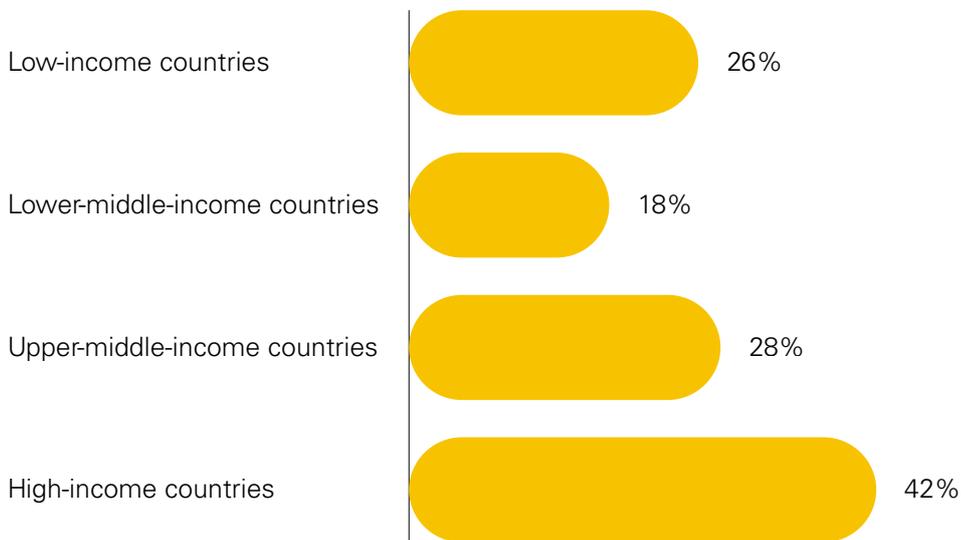
### FIGURE 12: YOUNG GLOBAL CITIZENS

Percentage who say they identify most with being part of the world



### FIGURE 13: GLOBAL CONNECTIONS

Percentage of young people who identify most with the world in:



What causes people to identify as citizens of the world, and what underlying values does this reflect? Analyses reinforce the notion that those identifying most with the world have a more global mindset and are less prone to nationalistic thinking. For example, a greater share of people who identify most with being citizens of the world say they would like to move to another country (35 per cent), compared with those who identify most with their country or local area (23 per cent each). Viewed another way, those who say they would like to move to another country are nearly twice as likely to identify as a global citizen compared with those who would not.<sup>9</sup>

While we interpret these global identity results as a positive sign, a potential alternative interpretation provides pause for thought. Could identifying with the world over one's local area or nation mean [young people are less connected](#) to local and/or national politics and society? There are indications that, for some, global identity could be a proxy for a sense of alienation from one's local surroundings. In the 2022 World Poll, for example, those who said they have no one they can count on if they are in trouble were 8 percentage points more likely to identify as global citizens. It is possible that those who feel less connected locally feel a greater sense of belonging to the global community. Our analysis finds some support for this theory, but it is far from definitive.

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9 This calculation is based on odds ratios, which are distinct from calculations of probability. The odds ratio cited corresponds to a roughly 9 percentage-point increase in the probability of global-citizen sentiment among these respondents. Both calculations reference a separate 2022 Gallup World Poll question, which asks whether respondents would like to move to another country if given the opportunity.

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The future prevalence of global identity is hard to predict. On the one hand, greater numbers of young people in high-income countries identifying as global citizens could augur a more enlightened future of increased global cooperation. Today's young people are tomorrow's policymakers, global [living standards have risen](#) in recent decades, and changing values in high-income countries may gain traction in low-income and middle-income countries. Populations are [growing more quickly in developing countries](#), so the views of people in these countries today may be the best guide to the views of most people worldwide in the future. On the other hand, it is not known whether those who are globally minded in their youth will remain so as they age, and the [world's population is aging overall](#). It is therefore possible that the global-citizen perspective will remain a minority sentiment.

Looking to the future, the more expansive worldview of younger generations may offer hope for more cross-border alliances and collaboration. A shared vision and cooperation are vital for tackling the climate crisis, eroding levels of trust and other global problems.

## Appendix

### Changing Childhood Project: Countries surveyed

UNICEF's 2022 Gallup World Poll questions were asked in the 55 countries listed below between April 2022 and February 2023. Highlighted text indicates the country was also surveyed as part of the first phase of the Changing Childhood Project, published in 2021.

Afghanistan

Argentina

Azerbaijan

Bangladesh

Brazil

Cambodia

Cameroon

Colombia

Côte d'Ivoire

Egypt

Ethiopia

France

Germany

Ghana

Greece

Guatemala

India

Indonesia

Iraq

Japan

Jordan

Kenya

Lebanon

Malawi

Malaysia

Mali

Mexico

Morocco

Mozambique

Myanmar

Nepal

Nigeria

Pakistan

Peru

Philippines

The Republic of Korea

Romania

Russian Federation

Senegal

Sierra Leone

South Africa

Spain

Tajikistan

Thailand

Tunisia

Türkiye

Uganda

Ukraine

United Kingdom of Great Britain  
and Northern Ireland

United Republic of Tanzania

United States of America

Venezuela (Bolivian Republic of)

Viet Nam

Yemen

Zimbabwe

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Broken down by country income level according to World Bank categories, the totals for each group across the 55 countries surveyed are:

<b>World Bank country income grouping</b>	<b>Number of countries</b>
High income	9
Upper-middle income	15
Lower-middle income	23
Low income	8

## Methodology and terminology

The data presented in this report represent the second phase of UNICEF's Changing Childhood Project, [launched in 2021](#). The original survey, conducted in partnership with Gallup, involved telephone interviews with more than 21,000 people in 21 countries. Please see more information [here](#).

For this second phase of the project, UNICEF partnered with Gallup through the latter's World Poll. UNICEF included five of the original 32 Changing Childhood Project questions in the 2022 Gallup World Poll, which was carried out in 55 countries, including the original 21, between April 2022 and February 2023 (*see Appendix*).

All samples are probability-based and nationally representative of the population aged 15+. The survey covered whole countries, including rural areas, and the sampling frame represents the entire civilian, non-institutionalized population.

For the purposes of this report, 'young people' refers to the youngest age cohort in our analysis: those aged 15–24, who the United Nations define as 'youth'.

The results presented in this report are drawn directly from the survey data. All references to an overall figure or average – for example, ‘on average’ or ‘an average of’ – refer to the survey results for a given question for the median country across the 55 countries surveyed. Similarly, the average for a given country in a particular income-level grouping is derived from survey results from the median country in that group of countries. Given the size of the country samples, most of the results presented in this report have a margin of error of approximately  $\pm 4$  percentage points at the 95 per cent confidence level.

Margins of error (MOEs) will be larger for smaller subgroups in a population. The median MOE for the youth cohort across all 55 countries is  $\pm 7.6$  per cent (based on a 95 per cent confidence interval and a testing percentage of 50 per cent, which gives the maximum MOE for a given sample size). If you have questions related to survey sampling or MOEs, please see the Gallup World Poll methodology summary [here](#) or email [Changing-Childhood@unicef.org](mailto:Changing-Childhood@unicef.org).

## About the Changing Childhood Project

We are living in a time of rapid transformation. As the world changes – becoming more digital, more globalized and more diverse – childhood is changing with it. The Changing Childhood Project, a collaboration between UNICEF and Gallup, was created to explore these shifts and to better understand what it means to be a child in the twenty-first century. By surveying people around the world, the project seeks to answer two questions: What is it like growing up today and how do young people see the world differently? To answer them, we wanted to hear from children and young people themselves. Comparing the experiences and views of young people with those of older people offers a powerful lens through which to view how childhood is changing and where gaps between the generations are emerging. The ultimate goal of the project is to centre young people – their experiences and perspectives – in the work of improving life for all children, today and in the future.

### Learn more

Visit our award-winning [interactive website](#), which UNICEF designed to enable people worldwide, especially children and young people, to engage with the project's survey questions and explore key findings. It is available in 10 languages and has been updated with the project's most recent findings. If you wish to explore further, you can download the methodology, the survey, the microdata and the codebook. We would love to hear what you discover from your own analyses. If you have any questions or would like to tell us how you are using the project, please email us at [changing-childhood@unicef.org](mailto:changing-childhood@unicef.org).

### Project partners

Combining more than 80 years of experience with its global reach, **Gallup** delivers analytics and advice to help leaders and organizations solve their most pressing problems.

**CLEVER°FRANKE** is a strategic data design and technology consultancy that creates custom data-driven graphic design and digital experiences.

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This phase of the Changing Childhood Project would not be possible without the thousands of people – aged 15 and older from 55 countries – who took the time to respond to UNICEF’s Gallup World Poll questions. We are truly grateful for your participation.

The report team from [UNICEF Innocenti – Global Office of Research and Foresight](#) includes: Moira Herbst, Writer and Editor-in-Chief; Rouslan Karimov, Statistics Specialist; Kathleen Amanda Edison, Design Specialist; and Tara Dooley, Managing Editor. Bo Viktor Nylund, Director, and Amanda Marlin, Chief of Content Strategy and Communication, provided thoughtful support for the project.

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[Benussi&theFish](#) provided report design and layout. [CLEVER°FRANKE](#), which designed, built and maintains the project’s [interactive website](#), provided design templates for graphics in this report.

## About us

**UNICEF** works in the world's toughest places to reach the most disadvantaged children and adolescents and to protect the rights of every child, everywhere. Across 190 countries and territories, we do whatever it takes to help children survive, thrive and fulfil their potential, from early childhood through adolescence.

And we never give up.

**UNICEF Innocenti – Global Office of Research and Foresight** tackles the current and emerging questions of greatest importance for children. It drives change through research and foresight on a wide range of child rights issues, sparking global discourse and actively engaging young people in its work.

UNICEF Innocenti equips thought leaders and decision-makers with the evidence they need to build a better, safer world for children. The office undertakes research on unresolved and emerging issues, using primary and secondary data that represent the voices of children and families themselves. It uses foresight to set the agenda for children, including horizon scanning, trends analysis and scenario development.

The office produces a diverse and dynamic library of high-level reports, analyses and policy papers, and provides a platform for debate and advocacy on a wide range of child rights issues.

UNICEF Innocenti provides, for every child, answers to their most pressing concerns.

### **Published by**

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