



CHILDREN4CHANGE SURVEY 2019 REPORT:

# MY WORLD



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- 2019 marks **CRC@30** - the 30<sup>th</sup> anniversary of the adoption of the Convention on the Rights of the Child (CRC) in 1989.
- CRC@30 gives us an opportunity to advance the Sustainable Development Goals (SDGs), as the realization of children's rights and the implementation of Agenda 2030 are inextricably linked.
- Recognising that children and young people as essential agents of change, the 2030 Agenda provides opportunity and space for children to actively participate in building a better and more inclusive world for themselves and their communities.
- In conjunction with CRC30, the Ministry of Education, WOMEN:girls and UNICEF organized the World's Largest Lesson school workshops to introduce school children aged 11 and 13 years old to the SDGs, and to unite them in action.
- The Children4Change Survey 2019, was administered during these workshops to provide children with a platform to share their concerns and, aspirations about the world they live in. The Survey also reveals children's assessment of how much they are listened to.

## Methodology

**Research Approach:** Quantitative survey based research

**Data collection technique:** Offline survey during the World's Largest Lesson School Workshops

**Sample definition:** Children aged 11 and 13 years old

**Sample size:** 2,639 across Malaysia (all 14 states)

**Fieldwork:** 25 June to 5 September 2019

**Language:** Bahasa Malaysia and English

# PROFILE OF PARTICIPANTS



	TOTAL	Johor	Kedah	Kelantan	Melaka	NS	Pahang	Penang	Perak	Perlis	Sabah	Sarawak	S'gor	T'ganu	WP-KL
Sample	2,639	192	198	197	163	188	197	191	201	175	150	174	216	204	193
	100%	7%	8%	7%	6%	7%	7%	7%	8%	7%	6%	7%	8%	8%	7%

	TOTAL	GENDER			AGE	
		Girls	Boys	Prefer Not to Say	Pre Teens 11-12	Teens 13-14
Sample	2,639	1,283	1,327	29	1,289	1,350
	100%	49%	50%	1%	49%	51%

# SNAPSHOT RESULTS



## Top 3 most Popular Priorities

The most popular priorities children selected to focus on #foreverychild if they were the Head of the UN:

- #1 Provide affordable and nutritious food for all children – **76%**
- #2 Ensure quality education for all children (including children with disabilities, refugee and migrant children) – **74%**
- #3 World Peace – **73%**

Least popular - Make sure every child has a phone and internet access – 16%

## Feelings about the world & their Future

- #1 Looking forward to it – 24%
- #2 Hopeful – 18%
- #2 Happy – 18%

## Children's opinion listened by - Top 3

- #1 Parents – 90%
- #2 Family – 88%
- #3 Friends – 83%

31% feel their opinions matter to the Government

## Heard by Leaders of Country/World

87% of children say World Leaders or Leaders of their country should listen to children.

## Children's actions for a better world

- #1 Being respectful and kind to everyone – 83%
- #2 Protecting the environment – 77%
- #2 Learning about child rights – 75%

## If I had a superpower, I would ... - Top Answers <sup>1</sup>

- #1 Help those in need – 21%
- #2 Ensure world peace – 10%
- #3 Keep people safe – 8%
- #4 Fight bad guys – 7%
- #5 Protect the world – 5%

## The Famous living person I would invite to my B'day – Top answers <sup>2</sup>

- #1 Tun Dr Mahathir Mohamad, Prime Minister of Malaysia – 7%
- #2 BTS – 5%
- #2 Black Pink – 5%
- #3 K-Clique – 4%

1. Verbatim – answers categorised according theme/topic.

2. Verbatim - No unanimously admired people – most mentioned names include the Prime Minister of Malaysia, as well as a mix of K-Pop groups, a sport personality and local entertainers.

## 1. My Priorities

### Q1. What would you want to improve for children if you were the head of the United Nations?

- The three priorities with the highest votes from the 2,639 children aged 11 and 13 years old across Malaysia are:
  1. Access to affordable and nutritious food – **76%**
  2. Inclusive quality education for all children, including children with disabilities, migrant and refugee children – **74%**
  3. World Peace – **73%**
- Ending gender based violence such as rape, sexual violence and child marriage are amongst the top 5 popular choices for girls (**60%**) and children who did not reveal their gender (**66%**); compared to boys (**55%**).
- A clean environment and climate action received only **44%** of votes from the total 2,639 children. However, this was the most popular priority for children in Selangor (**93%**) and Sarawak (**86%**).
- Access to internet and phone received the lowest total votes from children – 1 in 5 girls and 2 in 5 boys.

## 2. My Feelings

### Q2. How do you feel about the world and your future in it?

- 3 in 4 children who participated in the Survey feel positive about their world and their future in it: **40%** are hopeful and looking forward to their future; while **34%** are happy and excited about it now.
- Children from Melaka and Sabah had the highest votes for positive feelings (happy, hopeful, excited, looking forward).
- 1 in 4 children have negative feelings about their world and future – ranging from concern, worry, uncertainty and nervousness.

## 3. My Voice Matters

### Q3. Do these category of people listen to your opinions and views?

- Children feel that their opinions are most appreciated by their parents (**90%**), family (**88%**), friends (**83%**); and their teachers (**79%**).
- Children feel their views are least appreciated by people on social media (**16%**) and the Government (**31%**).
- Only **27%** of teens (13 years old) feel their opinions to the government, compared to **35%** of pre-teens (11 years old).
- More children in WP-Kuala Lumpur feel that their views matter to Government at 1 in 2 compared to Negeri Sembilan where only 1 in 5 children feel their views are important to Government.
- Children in Kelantan generally feel that their views matter to less to their family, community and government compared to children in other states.

## 4. Heard by Leaders

### Q4. Should World leaders or leaders of your country listen to children?

- 9 in 10 children in Malaysia believe that World leaders or the leaders of their country should listen to children.
- Disaggregated results according to states reveal that children in Perak almost unanimously agree that their views should be heard by their leaders (**97%**)
- However, only 1 in 2 children in Kelantan believe that World Leaders or leaders in their country should listen to children.

:

## 5. My Actions

**Q5. How can children and young people in Malaysia help achieve the world they want to live in?**

- The three most popular actions with the highest votes from the 2,639 children aged 11 and 13 years old across Malaysia are:
  1. Being kind and respectful to one another regardless of race, religion, sex or disability - **83%**
  2. Protecting the environment (recycling, saving electricity & spreading awareness) - **77%**
  3. Learning about issues relating to children's rights - **75%**
- While kindness resonated as the most popular action with children across most parts of Malaysia; protecting the environment was a favourite for children in Sarawak (**90%**) and Selangor (**91%**).
- A popular choice for children in Perlis (top 3 highest votes) was making friends with children from a different background.



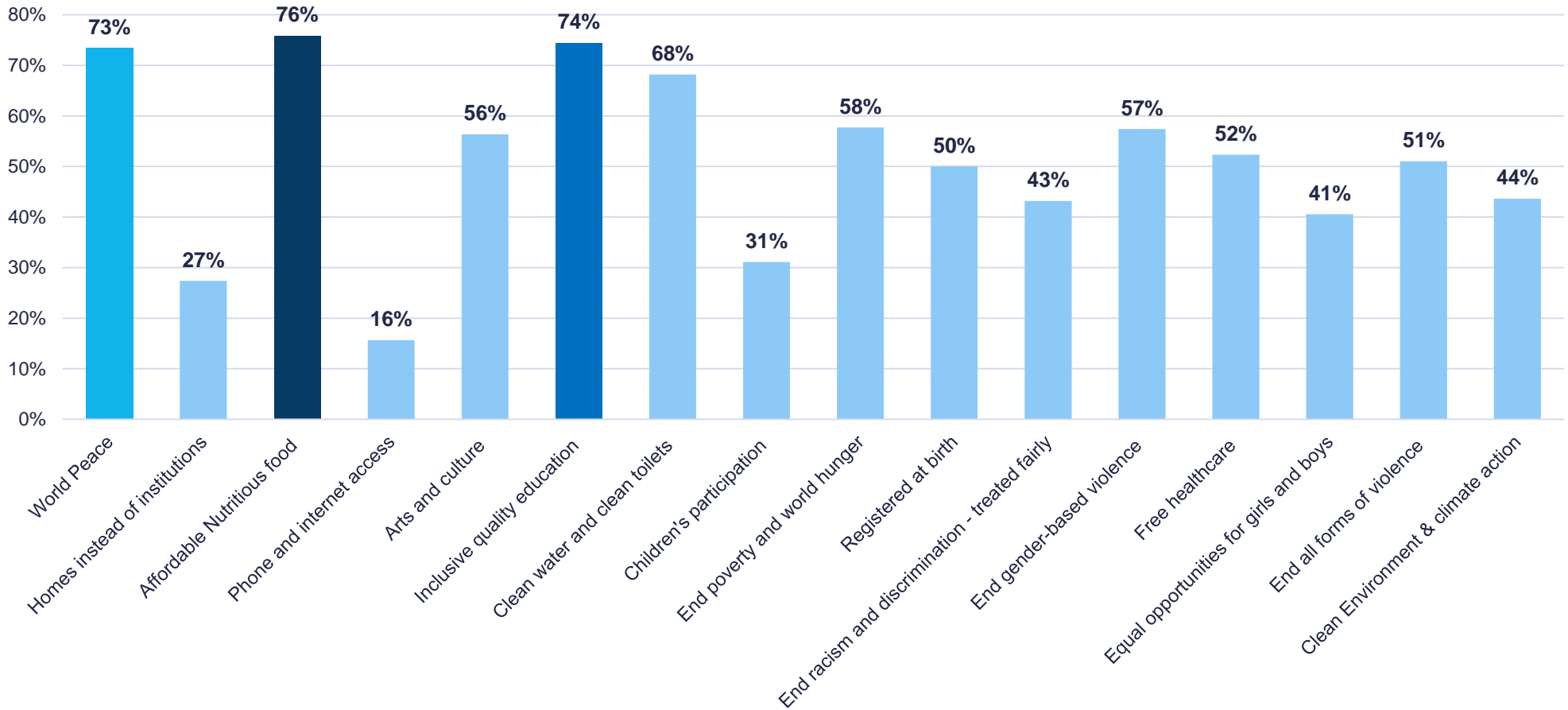


# PRIORITY ISSUES



## As the head of the United Nations, I want to improve the following #foreverychild:

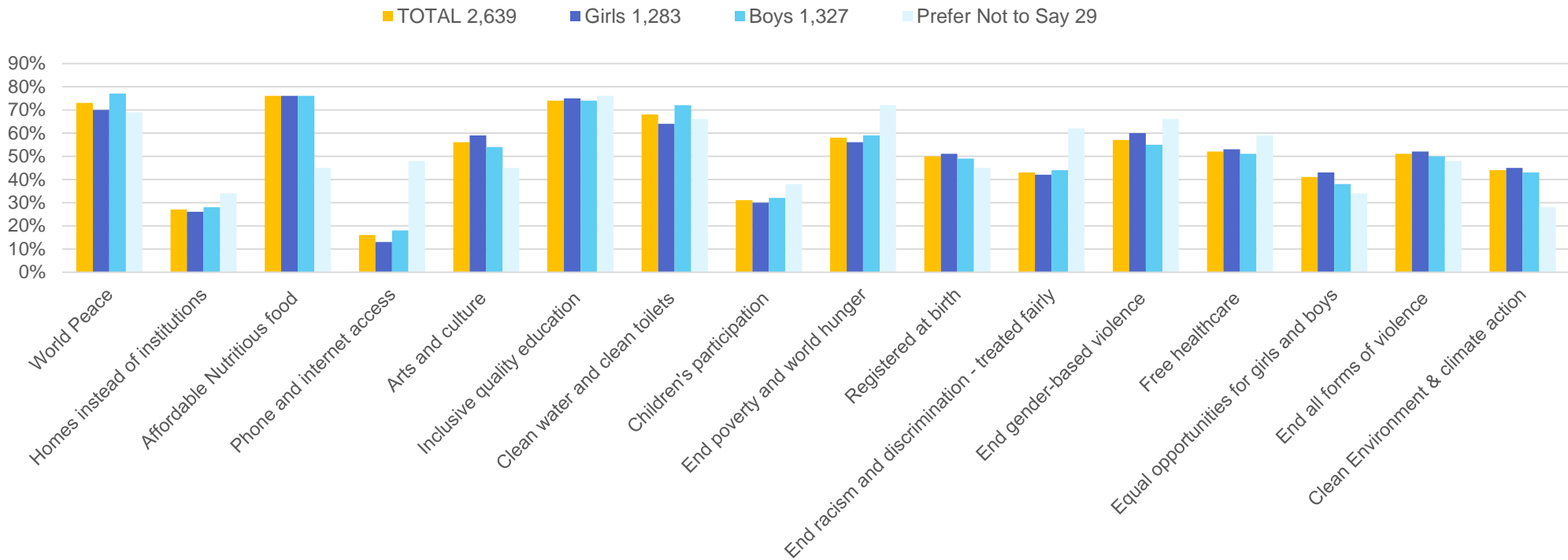
Access to affordable and nutritious food; quality education for all children, including children with disabilities, migrant and refugee children; and world peace are children’s most popular priority choices #foreverychild.



Q1. What would you want to improve for children if you were the head of the United Nations?  
(Select 8 priorities you feel are the most important #foreverychild)

## As the head of the United Nations, I want to improve the following #foreverychild:

Ending gender based violence such as rape, sexual violence and child marriage are amongst the top 5 popular choices for girls(60%) and children who did not reveal their gender (66%); compared to boys (55%).



Q1. What would you want to improve for children if you were the head of the United Nations?  
 (Select 8 priorities you feel are the most important #foreverychild)

# PRIORITIES

As the head of the United Nations, I want to improve the following #foreverychild:

	1 2 3 4 5					TOTAL	GENDER			AGE	
				Prefer Not To Say	Girls		Boys	Pre Teens (11-12 yo)	Teens (13-14 yo)		
					29		1,283	1,327	1,289	1,350	
World Peace				73%	70%	77%	69%	72%	75%		
Homes instead of institutions				27%	26%	28%	34%	29%	26%		
Affordable Nutritious food				76%	76%	76%	45%	77%	75%		
Phone and internet access				16%	13%	18%	48%	15%	16%		
Arts and culture				56%	59%	54%	45%	59%	54%		
Inclusive quality education				74%	75%	74%	76%	70%	79%		
Clean water and clean toilets				68%	64%	72%	66%	68%	69%		
Children's participation				31%	30%	32%	38%	28%	35%		
End poverty and world hunger				58%	56%	59%	72%	54%	61%		
Registered at birth				50%	51%	49%	45%	45%	54%		
End racism and discrimination - treated fairly				43%	42%	44%	62%	38%	48%		
End gender-based violence				57%	60%	55%	66%	56%	58%		
Free healthcare				52%	53%	51%	59%	52%	53%		
Equal opportunities for girls and boys				41%	43%	38%	34%	35%	46%		
End all forms of violence				51%	52%	50%	48%	43%	59%		
Clean Environment & climate action				44%	45%	43%	28%	36%	51%		

Q1. What would you want to improve for children if you were the head of the United Nations?  
(Select 8 priorities you feel are the most important #foreverychild)

# PRIORITIES

## As the head of the United Nations, I want to improve the following #foreverychild:

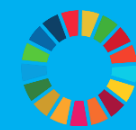
(top 5 per state)

	1	2	3	4	5		TOTAL	Johor	Kedah	K'tan	Melaka	NS	Pahang	Penang	Perak	Perlis	Sabah	Sarawak	S'gor	T'ganu	WP-KL
	N=						2,639	192	198	197	163	188	197	191	201	175	150	174	216	204	193
World Peace							73%	68%	70%	48%	79%	57%	82%	72%	82%	85%	74%	70%	82%	75%	84%
Homes instead of institutions							27%	24%	26%	19%	34%	20%	30%	26%	13%	35%	39%	54%	24%	16%	31%
Affordable Nutritious food							76%	77%	79%	49%	91%	70%	79%	84%	75%	58%	80%	70%	88%	80%	81%
Phone and internet access							16%	16%	13%	13%	20%	19%	19%	10%	12%	17%	12%	15%	21%	12%	20%
Arts and culture							56%	60%	61%	42%	67%	45%	60%	57%	40%	42%	64%	67%	55%	70%	62%
Inclusive quality education							74%	85%	81%	40%	80%	85%	71%	73%	88%	73%	75%	80%	63%	78%	73%
Clean water and clean toilets							68%	61%	65%	46%	75%	56%	73%	72%	77%	71%	68%	72%	67%	75%	76%
Children's participation							31%	32%	23%	24%	24%	28%	21%	34%	25%	40%	21%	34%	48%	34%	43%
End poverty and world hunger							58%	48%	48%	27%	50%	51%	79%	51%	64%	59%	52%	67%	88%	50%	68%
Registered at birth							50%	56%	53%	42%	44%	60%	11%	68%	35%	44%	39%	56%	69%	59%	61%
End racism and discrimination - treated fairly							43%	46%	39%	25%	34%	47%	62%	35%	64%	41%	33%	48%	49%	43%	35%
End gender-based violence							57%	65%	63%	31%	63%	71%	80%	54%	65%	54%	55%	54%	31%	72%	48%
Free healthcare							52%	47%	50%	39%	53%	59%	65%	53%	46%	48%	50%	50%	69%	50%	51%
Equal opportunities for girls and boys							41%	32%	42%	25%	41%	45%	28%	36%	34%	46%	37%	71%	61%	37%	34%
End all forms of violence							51%	55%	54%	25%	45%	61%	43%	43%	45%	42%	44%	75%	74%	57%	47%
Clean Environment & climate action							44%	27%	30%	23%	31%	32%	63%	31%	37%	46%	27%	86%	93%	34%	43%

Q1. What would you want to improve for children if you were the head of the United Nations?  
(Select 8 priorities you feel are the most important #foreverychild)

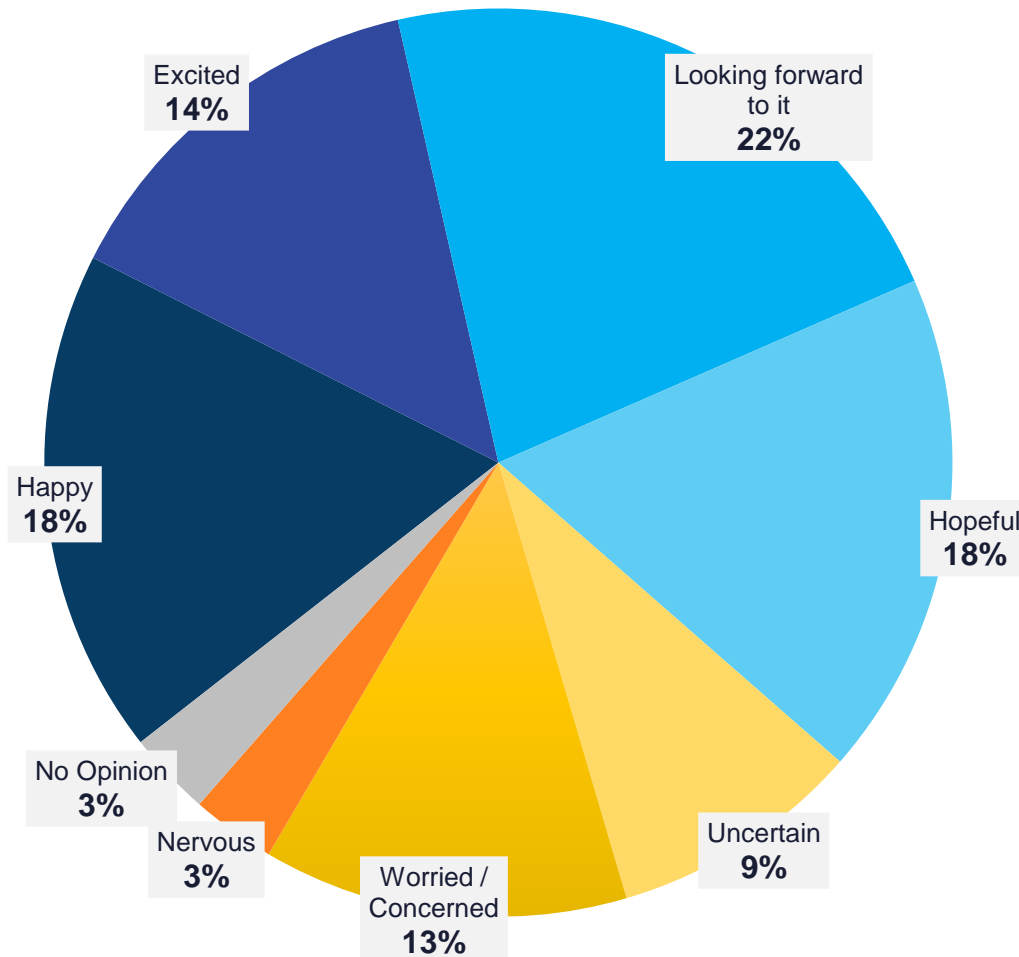


# MY FEELINGS



## I am \_\_\_\_\_ about the world and my future in it.

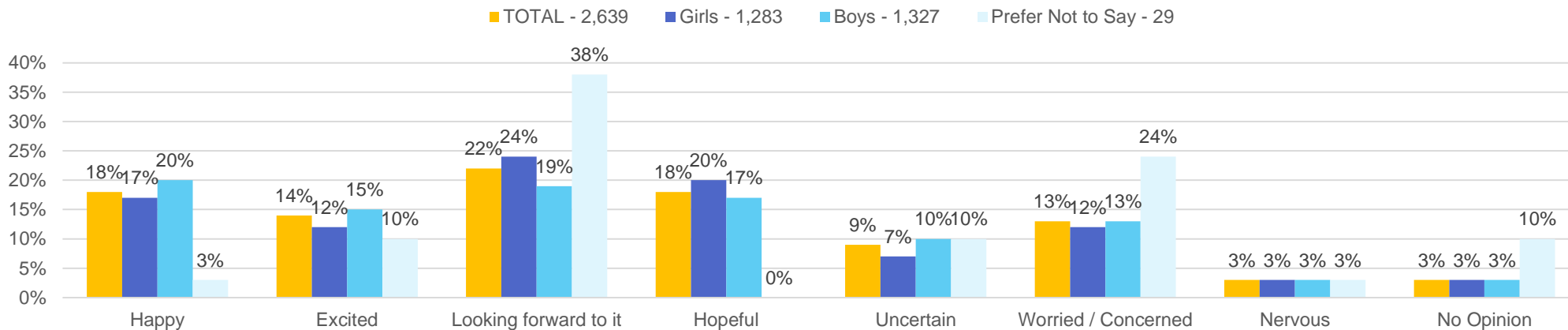
3 in 4 children who participated in the Survey feel positive about their world and their future in it: 40% are hopeful and looking forward to their future; while 34% are happy and excited about it now.



Q2. How do you feel about the world and your future in it? (Select only one answer)

# FEELINGS

I am \_\_\_\_\_ about the world and my future in it.



n=	TOTAL		GENDER					AGE				
	2,639	18%	Girls		Boys		Prefer Not to Say		Pre Teens (11-12)		Teens (13-14)	
			1,283	17%	1,327	20%	29	3%	1,289	21%	1,350	16%
Happy	<b>32%</b>	18%	<b>29%</b>	17%	<b>35%</b>	20%	<b>13%</b>	3%	<b>35%</b>	21%	<b>29.5%</b>	16%
Excited	<b>32%</b>	14%	<b>29%</b>	12%	<b>35%</b>	15%	<b>13%</b>	10%	<b>35%</b>	14%	<b>29.5%</b>	13.5%
Looking forward to it	<b>40%</b>	22%	<b>44%</b>	24%	<b>36%</b>	19%	<b>38%</b>	<b>38%</b>	<b>37%</b>	20%	<b>43%</b>	23%
Hopeful	<b>40%</b>	18%	<b>44%</b>	20%	<b>36%</b>	17%	<b>38%</b>	0%	<b>37%</b>	17%	<b>43%</b>	20%
Uncertain	<b>25%</b>	9%	<b>24%</b>	7%	<b>26%</b>	10%	<b>36%</b>	10%	<b>24%</b>	10%	<b>24.5%</b>	7.5%
Worried / Concerned	<b>25%</b>	13%	<b>24%</b>	12%	<b>26%</b>	13%	<b>36%</b>	24%	<b>24%</b>	12%	<b>24.5%</b>	13%
Nervous	<b>3%</b>	3%	<b>24%</b>	3%	<b>26%</b>	3%	<b>36%</b>	3%	<b>24%</b>	2%	<b>24.5%</b>	4%
No Opinion	<b>3%</b>	3%	<b>24%</b>	3%	<b>26%</b>	3%	<b>36%</b>	10%	<b>24%</b>	4%	<b>24.5%</b>	3%

Q2. How do you feel about the world and your future in it? (Select only one answer)



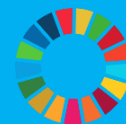
I am \_\_\_\_\_ about the world and my future in it.

	TOTAL	Johor	Kedah	Kelantan	Melaka	NS	Pahang	Penang	Perak	Perlis	Sabah	Sarawak	S'gor	T'ganu	WP-KL
N=	2,639	192	198	197	163	188	197	191	201	175	150	174	216	204	193
Happy	18%	13%	19%	24%	25%	8%	11%	25%	9%	20%	12%	17%	20%	21%	29%
Excited	14%	17%	13%	17%	21%	15%	11%	11%	16%	11%	14%	8%	14%	13%	14%
Subtotal:	32%	30%	32%	41%	46%	23%	22%	36%	25%	31%	26%	25%	34%	34%	43%
Looking forward to it	22%	19%	22%	15%	17%	31%	24%	20%	31%	21%	31%	24%	14%	24%	13%
Hopeful	18%	25%	18%	13%	13%	16%	20%	14%	18%	21%	21%	24%	24%	14%	18%
Subtotal	40%	44%	40%	28%	30%	47%	44%	34%	49%	42%	52%	48%	38%	38%	31%
Uncertain	9%	8%	9%	13%	6%	9%	15%	12%	3%	6%	11%	10%	7%	9%	2%
Worried / Concerned	13%	13%	11%	10%	7%	15%	14%	14%	18%	13%	6%	9%	15%	10%	19%
Nervous	3%	3%	4%	4%	2%	4%	1%	2%	4%	5%	1%	2%	2%	5%	2%
Subtotal	25%	24%	24%	27%	15%	28%	30%	28%	25%	24%	18%	21%	24%	24%	23%
No Opinion	3%	2%	4%	3%	7%	2%	3%	2%	1%	3%	4%	6%	4%	4%	3%
No Answer	0%	0%	0%	1%	2%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
TOTAL:	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Q2. How do you feel about the world and your future in it? (Select only one answer)

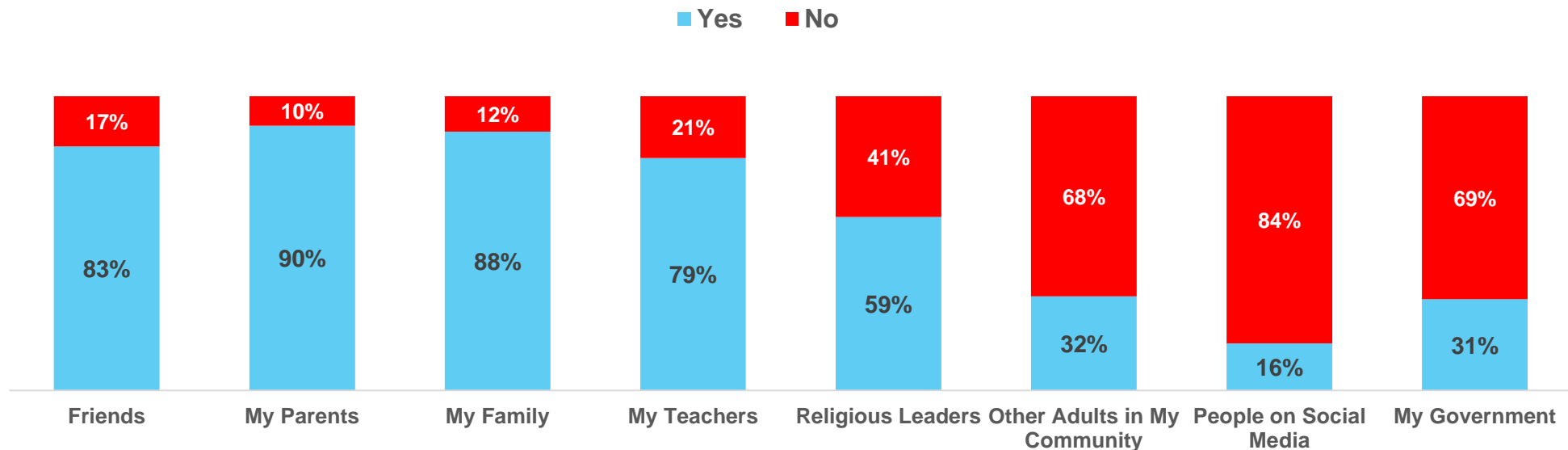


# MY VOICE MATTERS



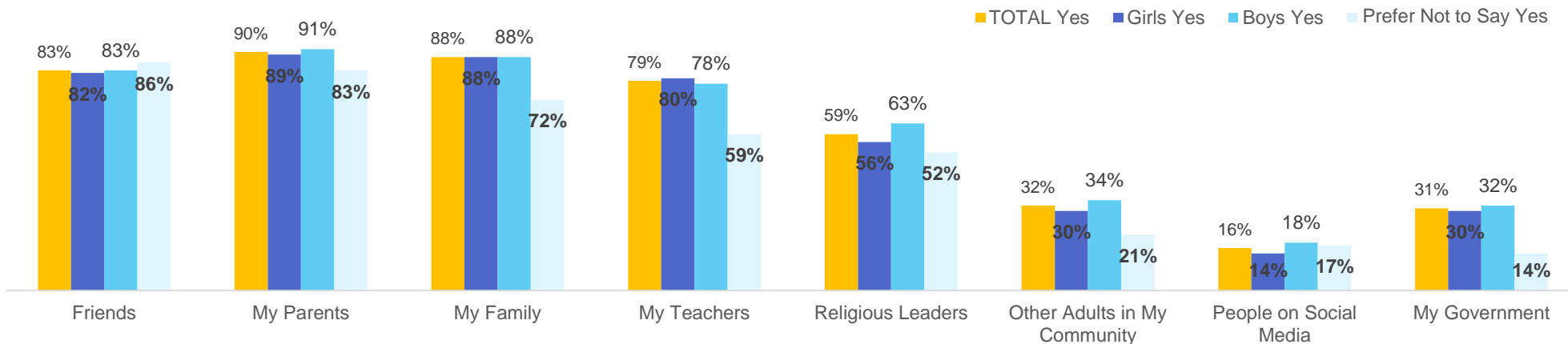
## My views matter to my family, community and government.

Children feel their opinion is appreciated by: Parents, Family, Friends and to some extent Teachers  
And least appreciated by People on Social Media (16%) and Government (31%).



Q3. Do these category of people listen to your opinions and views? (Select yes or no)

## My views matter to my family, community and government.



	GENDER								AGE			
	TOTAL		Girls		Boys		Prefer Not to Say		Pre-Teens		Teens	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Friends	83%	18%	82%	18%	83%	17%	86%	14%	78%	22%	86%	14%
My Parents	90%	10%	89%	11%	91%	9%	83%	17%	88%	12%	92%	8%
My Family	88%	12%	88%	12%	88%	12%	72%	28%	85%	15%	91%	9%
My Teachers	79%	21%	80%	20%	78%	22%	59%	41%	78%	22%	79%	21%
Religious Leaders	59%	41%	56%	44%	63%	37%	52%	48%	56%	44%	63%	37%
Other Adults in My Community	32%	68%	30%	70%	34%	66%	21%	79%	30%	70%	34%	66%
People on Social Media	16%	84%	14%	86%	18%	82%	17%	83%	12%	88%	20%	80%
My Government	31%	69%	30%	70%	32%	68%	14%	86%	35%	65%	27%	73%

Q3. Do these category of people listen to your opinions and views? (Select yes or no)

## My views matter to my family, community and government.

		TOTAL	Johor	Kedah	K'tan	Melaka	NS	Pahang	Penang	Perak	Perlis	Sabah	S'wak	S'gor	T'ganu	WP-KL
Groups		2,639	192	198	197	163	188	197	191	201	175	150	174	216	204	193
Friends	Yes	83%	87%	80%	54%	83%	88%	75%	85%	84%	84%	82%	78%	96%	86%	91%
	No	17%	13%	20%	46%	17%	12%	25%	15%	16%	16%	18%	22%	4%	14%	9%
	NA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Subtotal:		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
My Parents	Yes	90%	90%	89%	60%	85%	95%	96%	98%	99%	86%	92%	89%	91%	91%	95%
	No	10%	10%	11%	40%	15%	5%	4%	2%	1%	14%	8%	11%	9%	9%	5%
	NA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Subtotal:		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
My Family	Yes	88%	90%	88%	59%	81%	91%	91%	91%	95%	91%	90%	84%	91%	90%	93%
	No	12%	10%	12%	41%	19%	9%	9%	9%	5%	9%	10%	16%	9%	10%	7%
	NA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Subtotal:		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
My Teachers	Yes	79%	85%	80%	54%	82%	83%	82%	84%	88%	66%	82%	71%	83%	76%	86%
	No	21%	15%	20%	46%	18%	17%	18%	16%	12%	34%	18%	29%	16%	24%	14%
	NA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Subtotal:		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Q3. Do these category of people listen to your opinions and views? (Select yes or no)

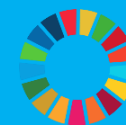
## My views matter to my family, community and government.

		TOTAL	Johor	Kedah	K'tan	Melaka	NS	Pahang	Penang	Perak	Perlis	Sabah	S'wak	S'gor	T'ganu	WP-KL
Groups		2,639	192	198	197	163	188	197	191	201	175	150	174	216	204	193
Religious Leaders	Yes	59%	64%	58%	35%	65%	67%	62%	49%	65%	47%	59%	54%	88%	50%	66%
	No	41%	36%	42%	65%	35%	33%	38%	51%	35%	53%	41%	46%	12%	50%	34%
	NA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Subtotal:		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Other Adults in my community	Yes	32%	41%	24%	19%	34%	32%	23%	28%	41%	22%	27%	25%	51%	21%	54%
	No	68%	59%	76%	81%	66%	68%	77%	72%	59%	78%	73%	75%	49%	79%	46%
	NA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Subtotal:		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
People on social media	Yes	16%	24%	5%	19%	7%	19%	6%	5%	28%	18%	4%	3%	30%	16%	34%
	No	84%	76%	95%	81%	93%	81%	94%	95%	72%	82%	96%	97%	70%	84%	66%
	NA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Subtotal:		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
My Government	Yes	31%	34%	29%	29%	34%	19%	36%	31%	30%	22%	32%	25%	34%	20%	55%
	No	69%	66%	71%	71%	66%	81%	64%	69%	70%	78%	68%	75%	66%	80%	45%
	NA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Subtotal:		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Q3. Do these category of people listen to your opinions and views? (Select yes or no)

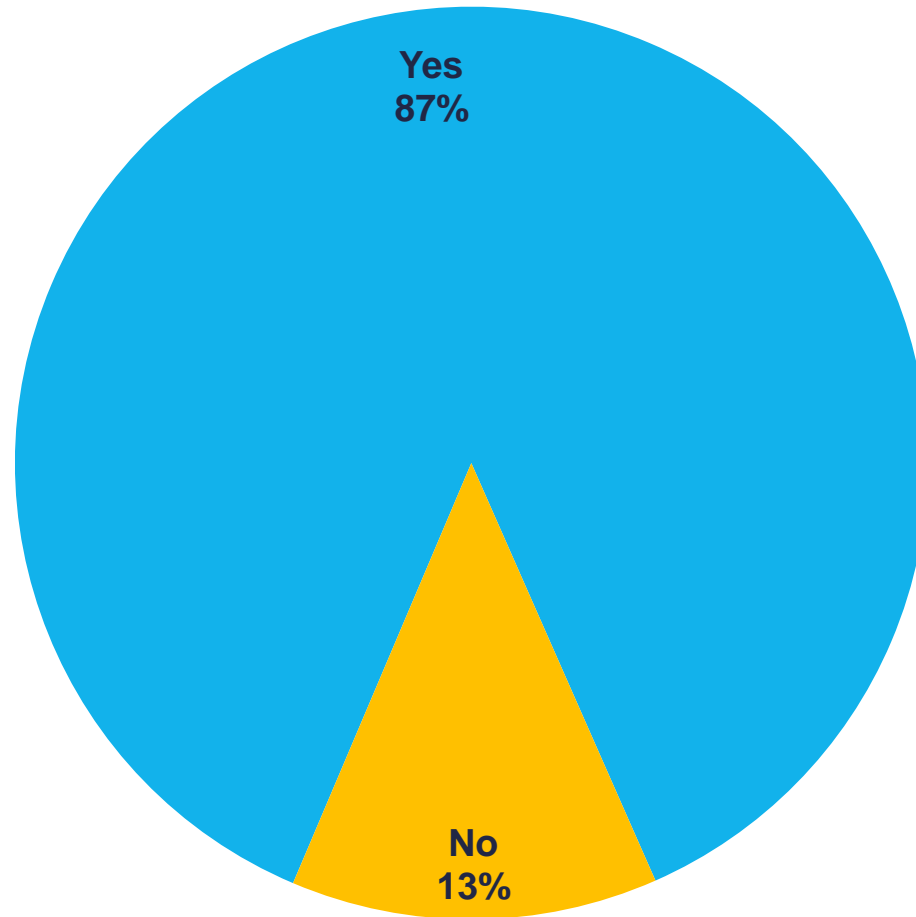


# HEARD BY LEADERS



## World leaders or leaders of my country should listen to children.

9 in 10 children in Malaysia believe that their leaders or World Leaders should listen to children.



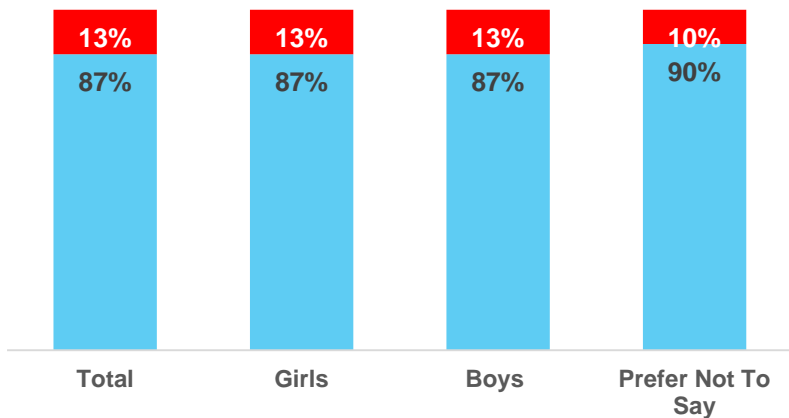
Q4. Should World Leaders or leaders of your country listen to children? (Select yes or no)



## World leaders or leaders of my country should listen to children.

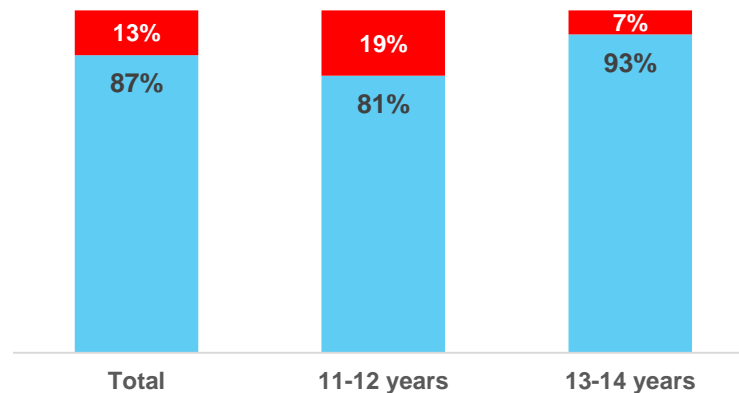
Breakdown by gender

■ Yes ■ No



Breakdown by age

■ Yes ■ No

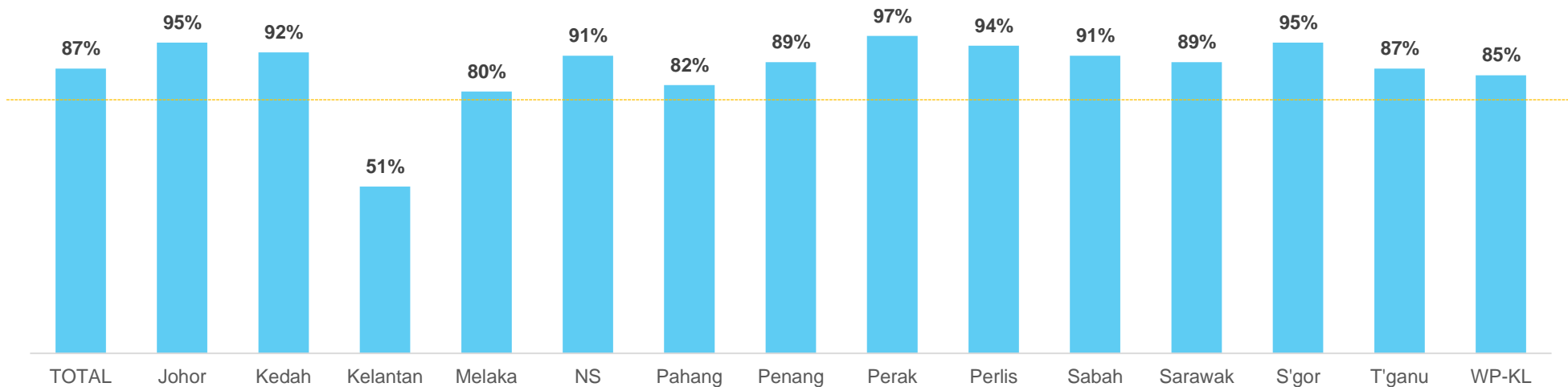


	TOTAL	GENDER			AGE	
		Girls	Boys	Prefer Not To Say	Pre Teens (11-12 yo)	Teens (13-14 yo)
	2,639	1,283	1,327	29	1,289	1,350
Yes	87%	87%	87%	90%	81%	81%
No	13%	13%	13%	10%	19%	19%
No Answer	0%	0%	0%	0%	0%	0%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Q4. Should World Leaders or leaders of your country listen to children? (Select yes or no)

## World leaders or leaders of my country should listen to children.

■ yes



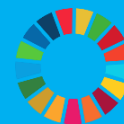
	TOTAL	Johor	Kedah	Kelantan	Melaka	NS	Pahang	Penang	Perak	Perlis	Sabah	Sarawak	S'gor	T'ganu	WP-KL
	2,639	192	198	197	163	188	197	191	201	175	150	174	216	204	193
<b>Yes</b>	87%	95%	92%	51%	80%	91%	82%	89%	97%	94%	91%	89%	95%	87%	85%
<b>No</b>	13%	5%	8%	49%	19%	9%	18%	11%	3%	6%	9%	11%	5%	13%	15%
<b>No answer</b>	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>TOTAL:</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Q4. Should World Leaders or leaders of your country listen to children? (Select yes or no)



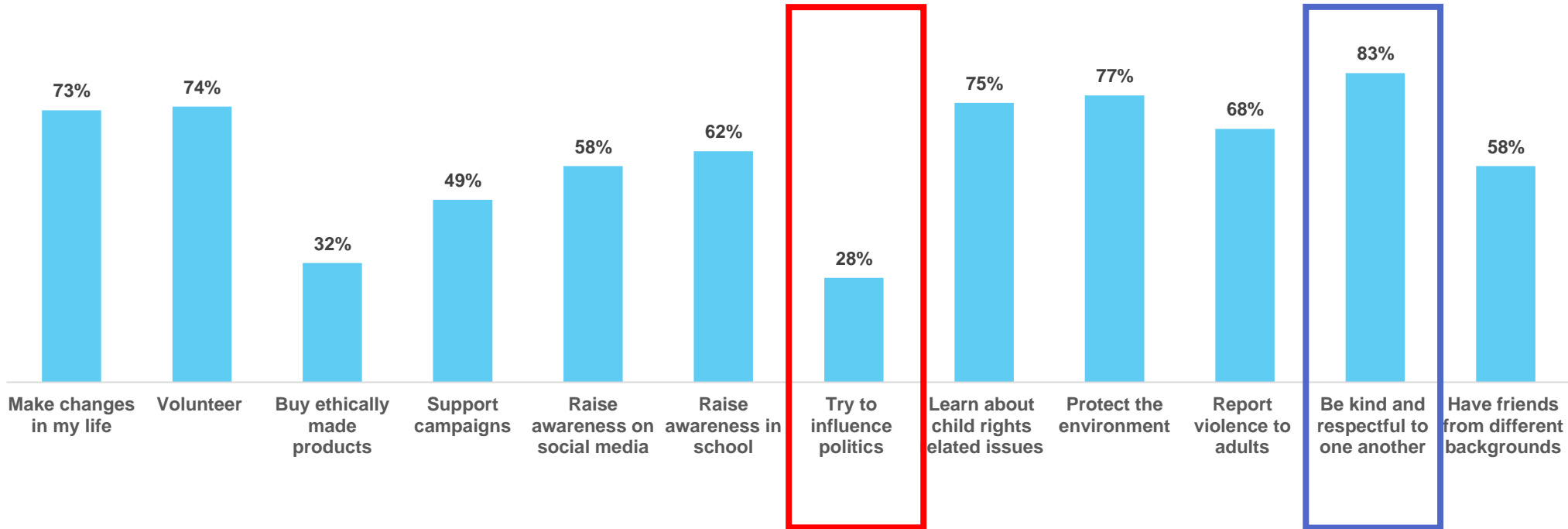


# MY ACTIONS



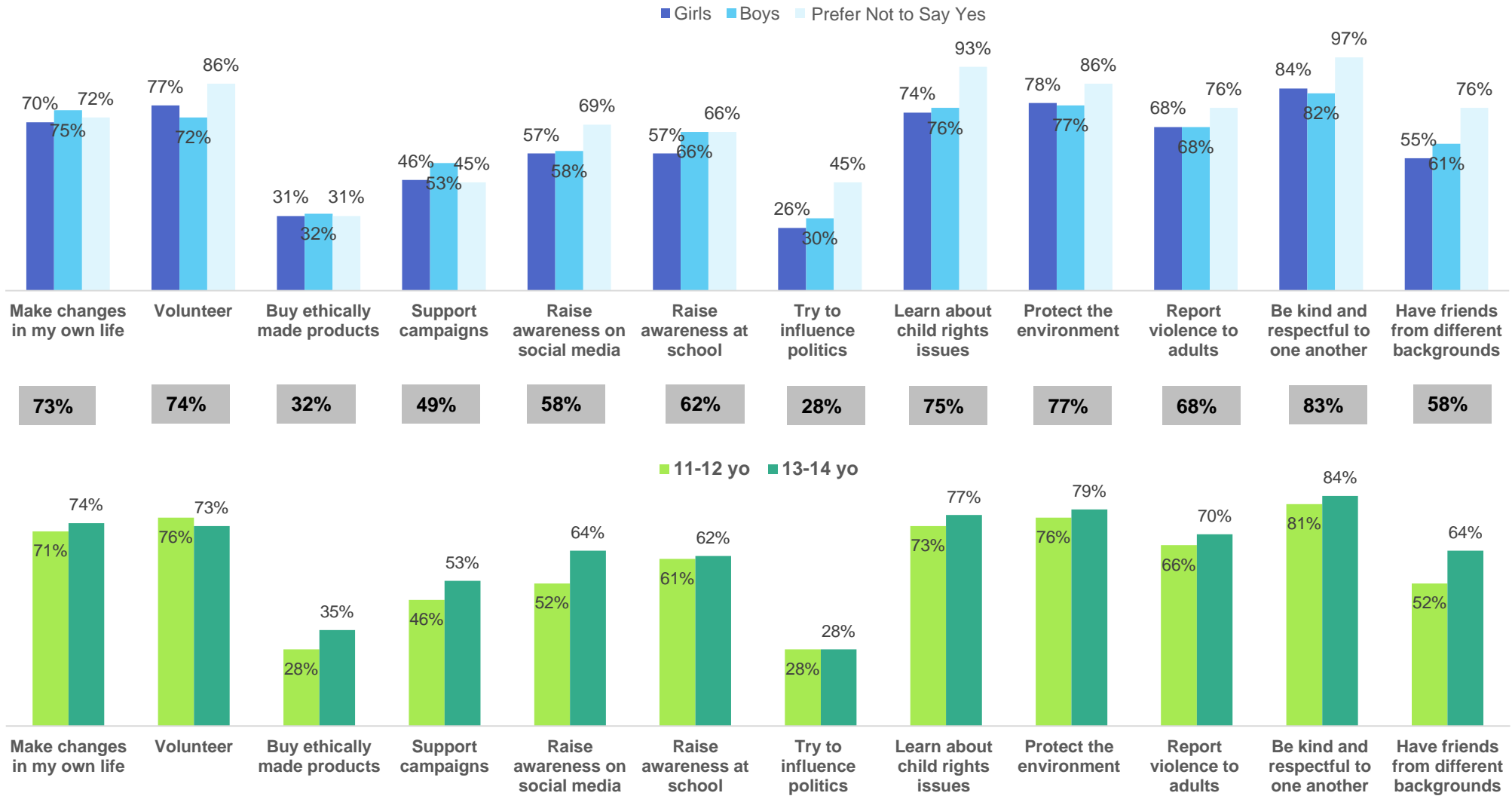
## Children and young people's actions to achieve the world they want.

8 in 10 children believe that they can achieve the world they want to live in by being kind and respectful to one another, regardless of race, religion, sex or disability.



Q5. How can children and young people in Malaysia help achieve the world they want to live in?  
(Select as many options that you agree with)

## Children and young people's actions to achieve the world I want.



Q5. How can children and young people in Malaysia help achieve the world they want to live in?  
(Select as many options that you agree with)

Children and young people in Malaysia can help achieve the world they want to live in by

	TOTAL	GENDER			AGE	
		Girls	Boys	Prefer No to Say	Pre Teens (11-12 yo)	Teens (13-14 yo)
<b>MY ACTIONS</b>	<b>2,639</b>	<b>1,283</b>	<b>1,327</b>	<b>29</b>	<b>1,289</b>	<b>1,350</b>
Make changes in my own life	73%	70%	75%	72%	71%	74%
Volunteer with a charity	74%	77%	72%	86%	76%	73%
Buy ethically and sustainably made products	32%	31%	32%	31%	28%	35%
Support government and NGO led campaigns	49%	46%	53%	45%	46%	53%
Raise awareness on through social media	58%	57%	58%	69%	52%	64%
Raise awareness by talking to friends at school	62%	57%	66%	66%	61%	62%
Try to influence politics when it is going in the wrong direction	28%	26%	30%	45%	28%	28%
Learn about issues relating to children's rights	75%	74%	76%	93%	73%	77%
Protect the environment (recycling, saving electricity & spreading awareness)	77%	78%	77%	86%	76%	79%
Report abuse and violence to adults when I encounter it	68%	68%	68%	76%	66%	70%
Be kind and respectful to one another regardless of race, religion, sex or disability	83%	84%	82%	97%	81%	84%
Make friends with children from a different background from mine	58%	55%	61%	76%	52%	64%

Q5. How can children and young people in Malaysia help achieve the world they want to live in?  
(Select as many options that you agree with)

## Children and young people actions to achieve the world I want.

	1	2	3	TOTAL	Johor	Kedah	K'tan	Melaka	NS	Pahang	Penang	Perak	Perlis	Sabah	S'wak	S'gor	T'ganu	WP-KL
<b>ACTIONS</b>				<b>2,369</b>	<b>192</b>	<b>198</b>	<b>197</b>	<b>163</b>	<b>188</b>	<b>197</b>	<b>191</b>	<b>201</b>	<b>175</b>	<b>150</b>	<b>174</b>	<b>216</b>	<b>204</b>	<b>193</b>
Make changes in my own life				73%	46%	70%	<b>50%</b>	71%	73%	<b>81%</b>	76%	71%	83%	72%	<b>83%</b>	84%	<b>75%</b>	<b>79%</b>
Volunteer with a charity				74%	<b>53%</b>	70%	<b>52%</b>	<b>85%</b>	73%	79%	76%	72%	<b>93%</b>	<b>84%</b>	75%	75%	73%	<b>89%</b>
Buy ethically and sustainably made products				32%	22%	28%	26%	38%	30%	25%	28%	44%	56%	29%	30%	34%	30%	24%
Support government and NGO led campaigns				49%	40%	53%	34%	46%	53%	47%	45%	50%	67%	47%	45%	63%	50%	52%
Raise awareness through social media				58%	46%	60%	36%	41%	72%	46%	52%	70%	62%	69%	63%	68%	63%	59%
Raise awareness by talking to friends at school				62%	44%	64%	43%	66%	69%	63%	68%	60%	58%	65%	74%	70%	59%	62%
Try to influence politics when it is going in the wrong direction				28%	19%	30%	21%	30%	32%	24%	23%	41%	25%	23%	29%	29%	23%	46%
Learn about issues relating to children's rights				<b>75%</b>	50%	<b>75%</b>	<b>51%</b>	77%	<b>78%</b>	78%	<b>84%</b>	<b>78%</b>	89%	82%	<b>87%</b>	<b>87%</b>	69%	69%
Protect the environment (recycling, saving electricity & spreading awareness)				<b>77%</b>	<b>51%</b>	<b>72%</b>	48%	<b>87%</b>	<b>78%</b>	<b>82%</b>	<b>83%</b>	<b>78%</b>	86%	<b>89%</b>	<b>90%</b>	<b>91%</b>	<b>80%</b>	76%
Report violence to adults when I encounter it				68%	47%	67%	41%	71%	72%	73%	70%	73%	86%	75%	67%	75%	70%	67%
Be kind and respectful to one another regardless of race, religion, sex or disability				<b>83%</b>	<b>58%</b>	<b>81%</b>	49%	<b>89%</b>	<b>97%</b>	<b>87%</b>	<b>94%</b>	<b>86%</b>	<b>97%</b>	<b>93%</b>	79%	<b>88%</b>	<b>86%</b>	<b>82%</b>
Make friends with children from a different background from mine				58%	40%	59%	31%	56%	59%	46%	50%	75%	<b>91%</b>	64%	72%	62%	55%	60%

Q5. How can children and young people in Malaysia help achieve the world they want to live in?  
(Select as many options that you agree with)



MY SUPERPOWER





## I would use my superpower to .....

(verbatim)

If children had a superpower, they'd use it to help those in need, bring world peace, keep people safe, fight the bad guys and protect the world.

### VERBATIM

“SuperPower to fight the bad guys.” – M, 11yo

“Power to eat a lot and not get fat.” – M, 13yo

“Power of strength so that the boys in class will stop messing with me.” – F, 11yo

“Tree power to stop global warming.” – M, 11yo

“Power to make money to help poor people.” – F, 13yo

“I want to protect children around the world.” – F, 13yo

“I want world peace.” – F, 11yo

“To help people in a blink of an eye.” – M, 13yo

“Healing power to cure diseases of other people.” – F, 13yo

Verbatims categorized according to following themes:	Results
<b>Dignity</b> <i>(feed the poor, donate to help others, reduce poverty and inequality)</i>	26%
<b>Justice</b> <i>(fight bad guys, keep world peace, protect people, solve crime, bullying, run away from bad people)</i>	29%
<b>People</b> <i>(Heal diseases, provide healthy food and clean water, put out fires, make people happy)</i>	14%
<b>Planet</b> <i>(Grow trees, control climate, blow away pollution, protect the world)</i>	7%
<b>Prosperity</b> <i>(Stop traffic jams, help kids access internet)</i>	1%
<b>Personal</b> <i>(Change shape, not get fat, it's cool, get whatever I want, travel everywhere)</i>	22%
No Answer/Not Sure	1%

Q6. If you had a superpower to improve the lives of children, how would you use it? (Verbatim)

## I would use my superpower to .....

(verbatim)

If children had a superpower, they'd use it to help those in need, bring world peace, keep people safe, fight the bad guys and protect the world.

### VERBATIM

"Smart power to prevent crimes like Sherlock Holmes." – M, 13yo

"Speed to run away from class." – M, 11yo

"I'd like to go back in time to correct all the problems and wrongs." – F, 11yo

"Power to give healthy food to all." – M, 13yo

"The power to perform miracles." – M, 13yo

"Courage and to be strong to stop the bullies.." – M, 11yo

"I want to be Batman to save people." – M, 13yo

"The power to help people and achieve world peace." – F, 13yo

"I want to fly so I can avoid all the traffic jams." – F, 11yo

"I want to control time so I can change and improve the future." – M, 13yo

"Genie power to grant wishes for other people." – M, 13yo

"Power to fly so I can help people in trouble." – F, 13yo

"Speed – to help all children!" – F, 13yo

"SuperPower to fight the bad guys. – M, 11yo

"I want smart power so I don't have to go to school." – M, 11yo

"Power to protect the world." – F, 11yo

"I want to change the weather to make it more cold." – F, 13yo

"I want power to provide everyone with clean water. – M, 13yo

Q6. If you had a superpower to improve the lives of children, how would you use it? (Verbatim)



# BIRTHDAY GUEST



# MY BIRTHDAY GUEST

The famous person(s) I would invite to my birthday party is

#1 Tun Dr Mahathir Mohamad – 9%  
(Prime Minister of Malaysia)

#2 Black Pink – 5%

#2 BTS – 5%

#3 K-Clique 4%

#4 Cristiano Ronaldo 3%

#4 Mira Filzah 3%

#4 Zizan Razak 3%

No unanimously admired people.

A total of 135 names were registered comprising a broad range of aspirational famous persons that include a mix of politician, persons from the world of entertainment and sport as well as religious leaders.

Q7. If you could invite a famous living person to your birthday party, who would you invite? (Verbatim)

### Girls

- #1 BTS – 9%
- #2 Black Pink – 6%
- #2 Tun Dr Mahathir Mohamad – 6%
- #3 Mira Filzah – 4%
- #4 K-Clique – 3%
- #4 Siti Nurhaliza – 3%
- #4 Zizan Razak – 3%

### Boys

- #1 Tun Dr Mahathir Mohamad – 7%
- #2 K-Clique – 5%
- #3 Cristiano Ronaldo – 4%
- #3 Lionel Messi – 4%
- #4 Black Pink – 4%
- #4 K-Clique – 3%
- #4 Mira Filzah – 3%
- #4 Neymar – 3%
- #4 Zizan Razak – 3%

### Pre-Teens (11-12)

- #1 Tun Dr Mahathir Mohamad – 7%
- #2 Black Pink – 6%
- #2 BTS – 6%
- #2 K-Clique – 6%
- #3 Fattah Amin – 3%
- #4 Siti Nurhaliza – 3%
- #4 Zizan Razak – 3%

### Teens (13-14)

- #1 Tun Dr Mahathir Mohamad – 6%
- #2 BTS – 5%
- #3 Black Pink – 4%
- #3 Mira Filzah – 4%
- #4 Cristiano Ronaldo – 3%
- #4 Zizan Razak – 3%

**United Nations Children's Fund  
Malaysia Country Office**

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All photos by WOMEN:girls for UNICEF.

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