



# Market, Member & Business Research Report NG Kids Advisory Team E-Mail Survey on the Future August 2005

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## Overview

An email invitation and survey link were sent to National Geographic Kids magazine Advisory Team members on Aug. 1 to ask their thoughts about the future, as a tie-in with the magazine's September 2005 Future World issue. Responses were accepted until Aug. 14. A total of 184 of the 423 active team members with email addresses logged on to take the survey, for a 43 percent response rate.

The survey showed kids are optimistic about the future, with almost two-thirds believing it will be better than today. If empowered to eliminate world problems 30 years from now, they would tackle war and terrorism first, then pollution/global warming and hunger/poverty. The futuristic activity they would most like to do would be to live on a city that floats around the ocean, followed by living to be 200 years old and owning a miniature elephant as a pet. Top futuristic jobs would be designing holographic video game characters, being a tour guide for hikes on the moon and being mayor of Mars. Swimming, riding bikes, hiking and playing sports topped the list of activities kids enjoy today that they hope to share with *their* children 30 years from now.

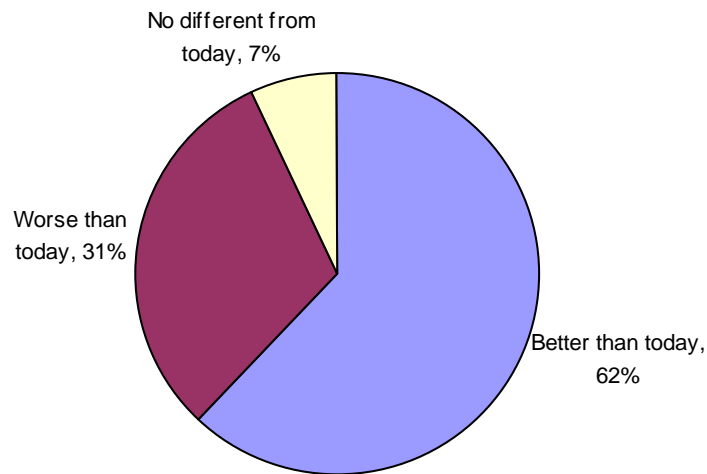
Below are the findings:

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## Future Better or Worse?

We asked kids to tell us if they think the future will be better, worse or the same as today. Respondents were optimistic, with six in 10 saying they think the future will be better than today. About a third (31%) think the future will be worse, and 7 percent think it will be no different from today. Younger kids (10 or under) were significantly more likely than older kids to think the future will be better than today.

### Do you think the future will be...?

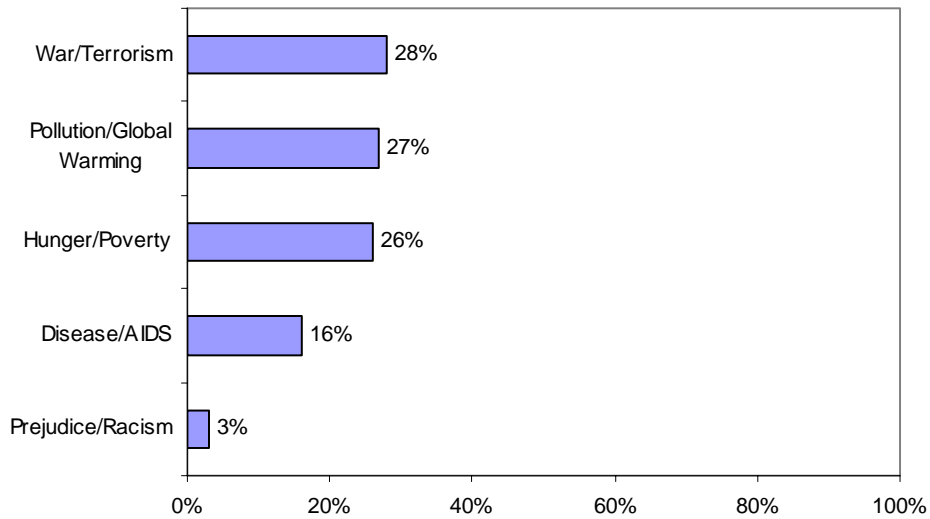


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### Solving World Issues

Advisory Team members were asked which issue they would tackle first, from a provided list, if they ruled the world 30 years from now and had the power to eliminate many of the problems facing the world.<sup>1</sup> Response was divided, with nearly equal numbers hoping to eliminate war/terrorism, pollution/global warming, and hunger/poverty. Younger kids were more likely to select eradicating war/terrorism, while older kids were more concerned with hunger/poverty and disease/AIDS.

***If you ruled the world 30 years from now and had the power to eliminate many of the problems facing the world, which of these issues would you tackle first?***

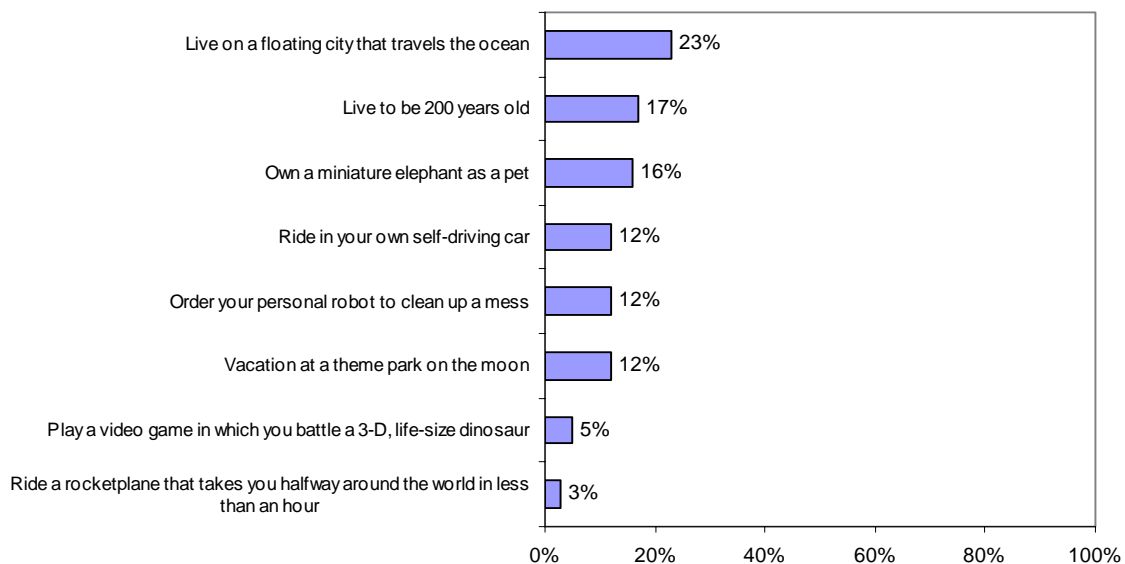


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### Future Activity/Way of Life

From a provided list of options, living on a floating city that travels the ocean is the futuristic activity that garnered the most votes from the Advisory Team respondents.<sup>1</sup> Living to be 200 years old and owning a miniature elephant as a pet were also popular. Younger kids were significantly more likely to want to live to be 200 years old than older kids.

***Which of the following futuristic activities would you most like to do?***



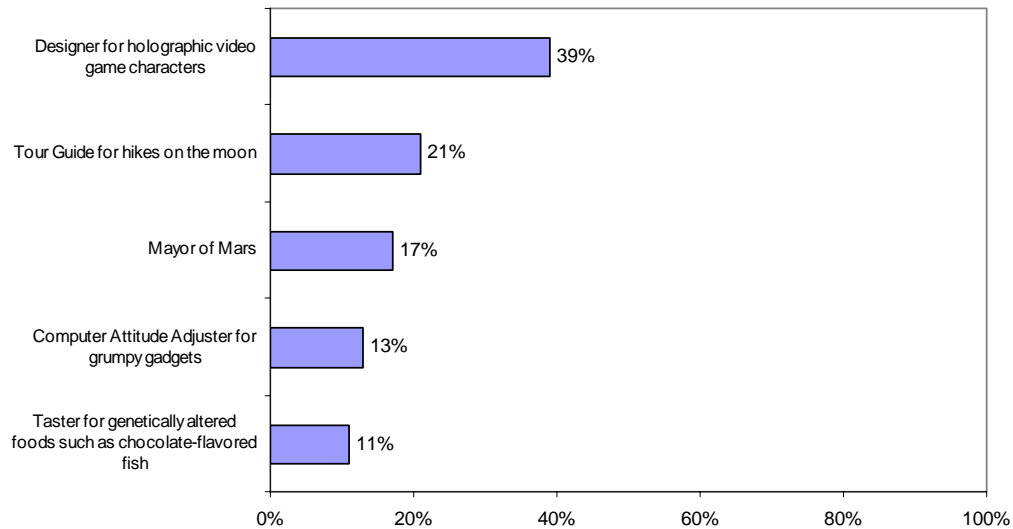
<sup>1</sup> Response categories were rotated to guard against order bias.

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## Jobs in the Future

Respondents were asked to pick the job they'd most like to have in the future from a provided list.<sup>2</sup> Driven by especially high interest among boys, respondents most aspire to design holographic video game characters. They were also interested in being tour guides for hikes on the moon, with significantly more interest in this job among girls than boys. Girls were also more likely to have political aspirations in space, with significantly more of them selecting mayor of Mars than boys.

### ***Which of these futuristic jobs would you most like to have?***

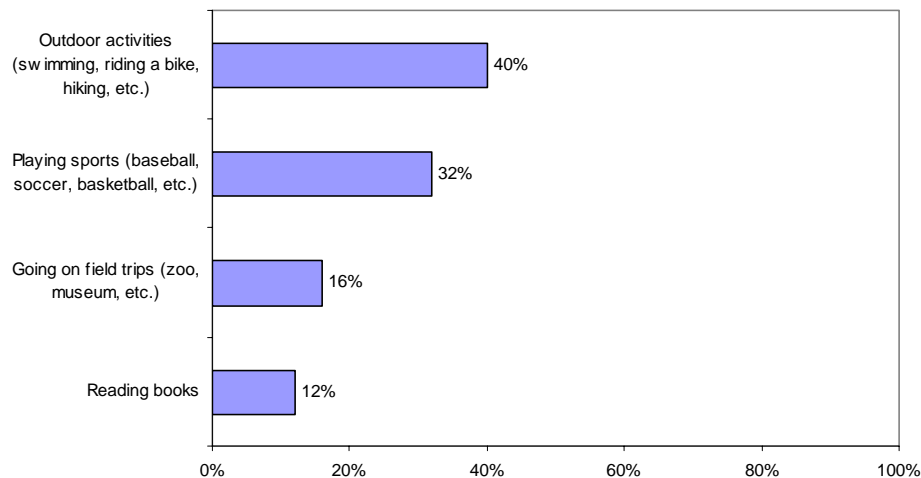


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## Holding onto Fun Activities from Today

Respondents were asked to tell, from a provided list, which activity they enjoy now that they hope to share with *their* kids in 30 years.<sup>2</sup> Outdoor activities like swimming, riding a bike and hiking topped the list. Driven by especially high interest among boys, playing sports was also popular.

### ***Which activity do you enjoy now that you hope to share with your kids in 30 years?***



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<sup>2</sup> Response categories were rotated to guard against order bias.