

선호 자녀 성별

Gallup International End of Year Survey 다국가 조사

세계 조사 개요

2024년 10월~2025년 2월 44개국 성인 총 44,783명 전화/온라인/면접조사(주제별 참여국 상이)

한국 조사 개요

- 조사기간: 2024년 11월 11~25일
- 표본추출: 층화 집락 확률 비례 추출
- 응답방식: 면접조사원 인터뷰(CAPI)
- 조사대상: 전국(제주 제외) 만 19세 이상 1,534명
- 표본오차: ±2.5%포인트(95% 신뢰수준)
- 응답률: 28.8%(총 접촉 5,326명 중 1,534명 응답 완료)
- 의뢰처: 한국갤럽-Gallup International 자체 조사

갤럽리포트 → G20250724

응답자 특성표

주요 분석 단위별 표본오차(95% 신뢰수준 기준)와 성/연령/직업/지역과 연령 분포 구성입니다. 2024년 6월 행정안전부 주민등록인구 기준 7개 권역/성/연령별 셀 가중 결과

하국 -	응답자 특성표	조사완료		가중값 적용		가중값	표본오차
	년 11월 11~25일	사례수		사례수		배율	95%
_ 면접	접조사(CAPI)	(명)(A)	비율	(명)(B)	비율	(B/A)	신뢰수준
	전체	1,534	100%	1,534	100%	1.00	±2.5%P
성별 님	남성	766	50%	761	50%	0.99	±4%P
C	여성	768	50%	773	50%	1.01	±4%P
연령별 1	19~29세	257	17%	229	15%	0.89	±6%P
3	30대	272	18%	229	15%	0.84	±6%P
4	40대	318	21%	273	18%	0.86	±6%P
5	50대	304	20%	305	20%	1.00	±6%P
6	50대 이상	383	25%	498	32%	1.30	±5%P
지역별 시	서울	301	20%	291	19%	0.97	±6%P
C	인천/경기	432	28%	499	33%	1.16	±5%P
7	강원	50	3%	44	3%	0.89	±14%P
	대전/세종/충청	210	14%	167	11%	0.79	±7%P
Ī	광주/전라	170	11%	151	10%	0.89	±8%P
	대구/경북	150	10%	150	10%	1.00	±8%P
<u>_</u>	부산/울산/경남	221	14%	232	15%	1.05	±7%P

⁻ 표본오차는 조사완료 사례수 기준. 세부 단위 표본오차는 소수점 이하 반올림하여 제시

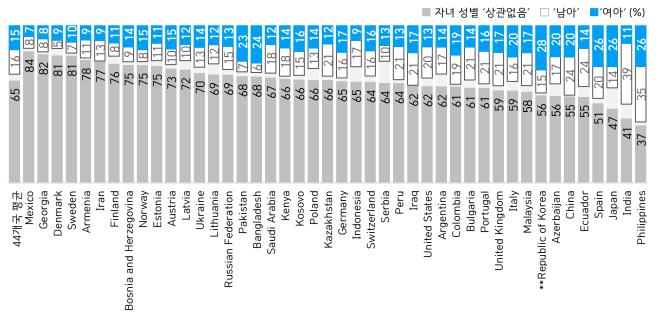
90	-답자 특성표	조사완료	로 주민등록인구 기준 가중값 적용 결과						
2024կ	년 11월 11~25일	사례수	가중적용	가중적용 연령 분포					
면	접조사(CAPI)	(명)	사례수	19~29세	30대	40대	50대	60대+	
	전체	1,534	1,534	15%	15%	18%	20%	32%	
성별	남성	766	761	16%	16%	18%	20%	30%	
	여성	768	773	14%	14%	17%	20%	35%	
지역별	서울	301	291	17%	17%	17%	18%	30%	
	인천/경기	432	499	15%	16%	19%	20%	29%	
	강원	50	44	-	-	-	-	-	
	대전/세종/충청	210	167	15%	15%	18%	20%	33%	
	광주/전라	170	151	14%	12%	16%	20%	37%	
	대구/경북	150	150	13%	13%	17%	20%	37%	
	부산/울산/경남	221	232	13%	13%	18%	20%	35%	
직업별	농/임/어업	24	22	-	-	-	-	-	
	자영업	232	246	2%	5%	18%	25%	50%	
	기능노무/서비스	320	311	13%	14%	20%	26%	27%	
	사무/관리	498	461	20%	32%	25%	18%	6%	
	전업주부	289	317	0%	7%	16%	20%	57%	
	학생	87	76	98%	2%				
	무직/은퇴/기타	84	101	16%	5%	4%	9%	66%	
소득	300만 원 미만	284	332	9%	8%	6%	9%	69%	
수준별	300만 원대	273	274	11%	22%	18%	17%	33%	
	400만 원대	247	221	9%	16%	28%	19%	29%	
	500만 원대	292	267	18%	14%	25%	25%	17%	
	600만 원 이상	438	440	23%	16%	17%	28%	16%	
•	사무/관리 전업주부 학생 무직/은퇴/기타 300만 원 미만 300만 원대 400만 원대 500만 원대	498 289 87 84 284 273 247 292	461 317 76 101 332 274 221 267	20% 0% 98% 16% 9% 11% 9%	32% 7% 2% 5% 8% 22% 16%	25% 16% 4% 6% 18% 28% 25%	18% 20% 9% 9% 17% 19% 25%	66 66 69 33 29	

^{- 50}사례 미만은 수치 제시하지 않음. 한국갤럽 | Gallup International End of Year Survey 2024

⁻ 가중값 적용 사례수는 2024년 6월 행안부 주민등록인구 기준 지역/성/연령 셀 가중 결과

⁻ 한국갤럽 www.gallup.co.kr | Gallup International End of Year Survey 2024

● 아이를 한 명만 가질 수 있다면 어떤 성별을 원하십니까?: 국가별



- '상관없음' 내림차순. 2024년 10월~2025년 2월 44개국 Gallup Internatioanl End of Year Survey(EOY) 2024
- 한국은 2024년 11월 11~25일 전국(제주 제외) 만 19세 이상 1,534명 면접조사(CAPI). 한국갤럽 www.gallup.co.kr

202414 4091 202514 291	LLTHLA	선호 자녀 성별				1101 0101
2024년 10월~2025년 2월	사례수				모름/	남아-여아
44개국 조사	(명)	남아	여아	상관없음	응답거절	선호 격차
 전체 평균	44,783	16%	15%	65%	4%	1
Argentina	1,027	17%	14%	62%	8%	3
Armenia	1,100	11%	9%	78%	1%	2
Austria	1,000	10%	15%	73%	2%	-5
Azerbaijan	1,000	17%	20%	56%	8%	-3
Bangladesh	506	6%	24%	68%	3%	-18
Bosnia and Herzegovina	1,000	9%	14%	75%	2%	-5
Bulgaria	806	21%	14%	61%	5%	7
China	1,004	24%	20%	55%	1%	4
Colombia	1,009	19%	19%	61%	1%	0
Denmark	1,008	5%	9%	81%	4%	-4
Ecuador	600	24%	14%	55%	6%	10
Estonia	1,032	11%	11%	75%	3%	0
Finland	1,169	8%	11%	76%	5%	-3
Georgia	1,150	8%	8%	82%	1%	0
Germany	1,000	16%	17%	65%	2%	-1
India	1,012	39%	11%	41%	9%	28
Indonesia	1,104	17%	9%	65%	9%	8
Iran	1,013	13%	9%	77%	0%	4
Iraq	1,275	21%	17%	62%		4
Italy	1.104	16%	20%	59%	6%	-4
Japan	1,138	14%	26%	47%	13%	-12
Kazakhstan	1,000	21%	12%	66%	2%	9
Kenya	1,062	18%	14%	66%	1%	4
**Republic of Korea	1,534	15%	28%	56%	1%	-13
Kosovo	500	15%	16%	66%	3%	-1
Latvia	1,025	10%	12%	72%	6%	-2
Lithuania	1,010	12%	12%	69%	7%	0
Malaysia	1,009	21%	17%	58%	4%	4
Mexico	1,008	8%	7%	84%	2%	1
Norway	1,191	8%	15%	75%	2%	-7
Pakistan	1,000	7%	23%	68%	3%	-16
Peru	1,222	21%	13%	64%	2%	8
Philippines	1,000	35%	26%	37%	2%	9
Poland	1,090	13%	14%	66%	7%	-1
Portugal	1,010	21%	16%	61%	2%	5
Russian Federation	1,010	15%	13%	69%	3%	2
Saudi Arabia	1,027	18%	12%	67%	3%	6
Serbia	1,011	10%	13%	64%	14%	-3
Spain	1,018	20%	26%	51%	3%	-6
Sweden	1,042	7%	10%	81%	1%	-3
Switzerland	1,000	16%	16%	64%	4%	0
Ukraine	1,004	13%	14%	70%	3%	-1
United Kingdom	950	21%	17%	59%	3%	4
United States	1,003	20%	13%	62%	5%	7

⁻ 국가명 순. Gallup International End of Year Survey 2024

질문) 아이를 한 명만 가질 수 있다고 가정한다면 귀하는 어떤 성별을 원하십니까? '남아, 여아, 상관없음' 중 답해 주십시오.

			선호 자녀 성별					
•	년 11월 11~25일 면접조사(CAPI)	사례수 (명)	남아	여아	상관없음	모름/ 응답거절		
	전체	1,534	15%	28%	56%	1%		
성별	남성	761	15%	22%	62%	1%		
	여성	773	15%	34%	50%	1%		
연령별	19~29세	229	6%	31%	<u>62%</u>	1%		
	30대	229	11%	35%	53%	1%		
	40대	273	11%	34%	53%	1%		
	50대	305	14%	28%	57%	1%		
	60대 이상	498	<u>23%</u>	20%	55%	2%		
성/	남성 19~29세	119	8%	29%	62%	1%		
연령별	남성 30대	121	10%	27%	61%	2%		
	남성 40대	139	14%	25%	59%	3%		
	남성 50대	154	14%	22%	62%	2%		
	남성 60대 이상	228	23%	14%	63%	1%		
	여성 19~29세	110	5%	33%	61%	1%		
	여성 30대	108	11%	<u>43%</u>	45%	1%		
	여성 40대	134	9%	<u>45%</u>	46%			
	여성 50대	151	13%	35%	52%	1%		
	여성 60대 이상	270	24%	25%	49%	2%		
직업별	농/임/어업	22	-	-	-	-		
	자영업	246	16%	25%	57%	2%		
	기능노무/서비스	311	16%	24%	59%	1%		
	사무/관리	461	11%	31%	57%	1%		
	전업주부	317	17%	32%	49%	2%		
	학생	76	6%	27%	66%	1%		
	무직/은퇴/기타	101	23%	23%	53%			
지역별	서울	291	14%	30%	53%	3%		
	인천/경기	499	15%	25%	59%	1%		
	강원	44	-	-	-	-		
	대전/세종/충청	167	17%	16%	63%	4%		
	광주/전라	151	19%	35%	46%			
	대구/경북	150	13%	25%	61%	1%		
	부산/울산/경남	232	12%	36%	52%			

^{- 50}사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

[참고1] 1992년 선호 자녀 성별

1992년 11월 24~30일	사례수	사례수 선호 자녀 성별			
한국 면접조사	(명)	아들	딸	상관없다	
전체	1,500	58%	10%	32%	
성별 남성	740	58%	10%	33%	
여성	760	59%	11%	31%	
연령별 20대	457	42%	13%	<u>45%</u>	
30대	400	54%	13%	34%	
40대	260	65%	11%	25%	
50대 이상	383	<u>79%</u>	3%	18%	

- 통계청 1990~2023년 출생성비(여아 100명당 남아): 1990년 116.5명(최고), 1992년 113.6, 2000년 110.1, 2005년 107.8, 2008년 106.4… 2023년 105.1 (자연 성비 범위 103~107명)

[참고2] 1995년, 2008년 아들 필요성 인식

100514 081 0001	117414	결혼하면 아들이…			
1995년 2월 20일 한국 전화조사	사례수 (명)	꼭 있어야 한다	없어도 상관없다	모름/ 응답거절	
전체	523	45%	54%	1%	
성별 남성	259	45%	55%	0%	
여성	264	46%	54%	1%	
연령별 20대	164	24%	<u>75%</u>	1%	
30대	139	38%	62%	0%	
40대	89	58%	42%		
50대 이상	131	<u>71%</u>	28%	1%	

2008년 8월 4일 한국 전화조사		117414	결혼하면 아들이…		
		사례수 (명)	꼭 있어야 한다	없어도 상관없다	
	전체	534	24%	77%	
연령별	19~29세		17%	83%	
	30대		15%	85%	
	40대		21%	79%	
	50대 이상		<u>35%</u>	65%	

- 2024년 50대는 대부분 1992년 20대, 2008년 30대였음
- 2008년 연령별 사례수, 성별 결과치 기록 소실. 한국갤럽 www.gallup.co.kr

"조사는 결코 화려하거나 스스로 빛나는 업(業)이 아니다. 사회의 명암, 좌우 대립, 빈부 문제, 정보 격차, 과거와 미래 등을 두루 살펴 매 순간 어느 한쪽으로 치우치지 않도록 스스로 경계하며 꾸준히 공부하고 탐구하는 일이다. 때로는 관행과 시류에 맞서야 하고, 때로는 비난과 질시를 묵묵히 견뎌야 한다. 어렵지만 누군가는 반드시 해야 할 일, 힘들지만 그만큼 보람된 일이다."

조사인의 길, 박무익



한국갤럽조사연구소는 1974년 6월 박무익 회장이 설립한 한국 최초의 법인 형태 조사 전문 회사입니다. 1970년대부터 사회 주요 현안 자체 조사 결과를 발표해 왔으며, 우리 국민의 76%가 한국갤럽을 알고 있습니다.

한국갤럽 홈페이지 갤럽리포트 게시판을 통해 공개한 자료는 모두 한국갤럽의 자산이므로 상업적 용도의 재판매를 금지합니다.

기사, 논문, SNS 공유 등 재판매 이외 용도로는 누구나, 무료로, 자유롭게 인용하실 수 있습니다.

인용하실 때는 반드시 출처를 밝혀 주십시오. 가능하면 조사 기간, 방법, 표본크기 등 개요까지 함께 표시하실 것을 권장합니다.

저희는 소수점 아래 수치를 제시하지 않는 것을 원칙으로 하고 있으니, 인용하실 때도 그에 따라 주실 것을 당부합니다.

한국갤럽 조사에 관심 가져주셔서 고맙습니다.

- · 매주 새로운 조사 결과를 전합니다: <u>이메일 뉴스레터 구독 신청</u> | <u>카카오톡채널 추가</u>
- · 문의: 전화 02-3702-2100(대표)/2571/2621/2622 또는 <u>홈페이지 Q&A</u>
- · 주소: (본관) 03167 서울시 종로구 사직로 70, (신관) 03042 서울시 종로구 자하문로 70

이 문서에는 네이버 나눔글꼴과 한글과컴퓨터 함초롬체를 썼습니다.



Majority Worldwide Say Child's Gender Does Not Matter— Yet Regional and Social Divides Persist



September xx, 2025



Global survey reveals evolving attitudes toward gender preference in children: Majority say gender is irrelevant, but differences persist across gender, education, income and region

Vienna, September xx 2025,

A global end-of-year survey conducted across 44 countries with nearly 45,000 respondents reveals that attitudes toward gender preference in children are shifting toward greater neutrality. When asked: "Suppose you could have only one child. Would you prefer that it be a boy or a girl, or is gender irrelevant?", the majority globally (65%) indicated that gender is irrelevant. However, deeper analysis shows that this neutrality is not evenly distributed.

The global survey was conducted in between October 2024 and February 2025 among 44,783 scientifically selected men and women, on average a sample of 1000 in each polled nation.

KEY FINDINGS

The key findings from the survey data are the following:

- 1. Country-wise differences: Country-wise breakdown reveals stark contrasts in gender preference across countries. The top five nations with the highest preference for a boy child are India (39%), Philippines (35%), Ecuador (24%), China (24%), and United Kingdom (21%). On the other hand, the highest preference for a girl child was recorded in Republic of Korea (28%), Japan (26%), Spain (26%), Philippines (26%) and Bangladesh (23%). Meanwhile, gender neutrality was most strongly expressed in Mexico (84%), Georgia (82%), Denmark (81%), Sweden (81%), and Armenia (78%).
- 2. Gender differences: The survey found distinct differences between men and women. Men were more likely to prefer having a boy (20%) compared to women (12%). Conversely, 19% of women expressed a preference for having a girl, while only 12% of men said the same. Despite these variations, a majority in both groups—66% of women and 64% of men—indicated that the gender of the child is irrelevant, showing that gender neutrality is now the dominant view across genders.
- 3. **Education differences:** Education was a strong predictor of gender-neutral views. Respondents with low education had the highest preference for boys (17%). In contrast, those with higher education were significantly more likely to say that gender does not matter (65%).
- 4. **National income differences:** National income levels also influenced preferences. In low-income countries, 19% of respondents still preferred a boy, and only 61% said



gender is irrelevant. In contrast, middle-income countries reported 16% boy preference, with 66% indicating gender neutrality. High-income countries showed the lowest boy preference (14%) and indifference to child gender (66%), indicating that economic development correlates with more egalitarian views.

5. **Regional differences:** Regional differences were particularly striking. Preference for boys was highest in Southeast Asia (24%), followed by the Arab World (20%), and North America (20%). Western and Eastern Europe reported the lowest boy preferences at 13% and 12% respectively. When it came to preference for girls, Northeast Asia led with 25%, followed by South Asia at 18%. Western Europe also stood out, with 16% of respondents expressing a preference for a girl. Genderneutral responses were most common in Eastern Europe (71%), followed by Western Europe (68%), Latin America, Africa and West Asia (66% each), and the Arab World (64%) and North America (62%). In contrast, gender neutrality was lowest in Northeast Asia (53%) and Southeast Asia (54%).

These findings suggest that while the world is moving towards greater gender equality in family preferences, deep-rooted cultural and socio-economic factors continue to shape individual attitudes. Traditional preferences—particularly for boys—remain strong in some regions, especially where educational and economic indicators are lower.

Commentary on poll findings by

Michael Nitsche, President Gallup International Association in Vienna, Johny Heald, Board Member GIA in London and Bilal Gilani, Board Member GIA in Islamabad:

"The survey highlights both encouraging signs of progress and enduring cultural norms. While a majority globally embrace gender neutrality, targeted efforts are still needed to address persistent biases—especially in regions and demographic groups where boy preference remains high."



Note to Editors:

Sample Size and Mode of Field Work:

A total of 44,783 persons were interviewed globally in 44 countries for this question. In each country a representative sample of around 1000 men and women was interviewed during October 2024-February 2025 either face to face, via telephone or online. The margin of error for most country level surveys is between ±3-5% at 95% confidence level. For more details regarding methodology please contact: Bilal I Gilani, Board Member Gallup International on email: bilal.gilani@gallup.com.pk

About Gallup International

Gallup International Association (GIA) is the leading global independent association in market research and opinion polling. For over 75 years Gallup International members have demonstrated their expert ability to conduct multi-country surveys on a comparable basis and deliver the highest quality. Our more than 100 members and partners are leading national institutes with a profound local knowledge of research methods and techniques, statistical sources, customs, and culture differences of its own country and carefully selected by the Association Board. With only one member agency per country, members work together on a daily basis to share knowledge, new research techniques and tools, as well as to provide the most appropriate solutions to international research projects and service our clients to the best of our abilities.

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For further details see website: <u>www.gallup-international.com</u>

RESULTS DISSEMINATION DOCUMENT

GLOBAL OPINION ON CHILDREN AND DEMOGRAPHY

QUESTIONS (12 OF EOY 2024)

Disclaimer: Gallup International Association or its members are not related to Gallup Inc., headquartered in Washington D.C. which is no longer a member of Gallup International Association. Gallup International Association does not accept responsibility for opinion polling other than its own. We require that our surveys be credited fully as Gallup International (not Gallup).









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INTRODUCTION





Questions covered in this edition:

• Suppose you could have only one child. Would you prefer that it be a boy or a girl or is gender irrelevant?

SECTION 1: SURVEY DEMOGRAPHICS





Survey Demographics for Current Report

Sample Size and number of countries covered:

Happiness question N=44,783 in 44 countries





Gender Profile of Global Sample





Females: 51% Males: 49%

35-54 years: 37%

Age Profile of Global Sample



Under 34 years: 34%

55+ years: 29%

Religious Profile of Global Sample



Christian: 48% Muslim: 21% Hindu: 2%

All other religions: 6% No religion: 17%

Employment Profile of Global Sample



Working full: 48%
Working Part-time: 10%
Unemployed: 7%
Student: 6%
Housewife: 11%

Retired/Disabled: 15%

Others: 1%

Education Profile of Global Sample



Low: 13% Medium: 44% High: 41%

Low: No education/only basic education / Completed primary

Medium: Completed secondary school

High: Completed High level education (University) / Completed Higher level of education (Masters, PHD, etc.)

SECTION 2: PERCEPTIONS ABOUT CHILDREN

Suppose you could have only one child. Would you prefer that it be a boy or a girl or is gender irrelevant?

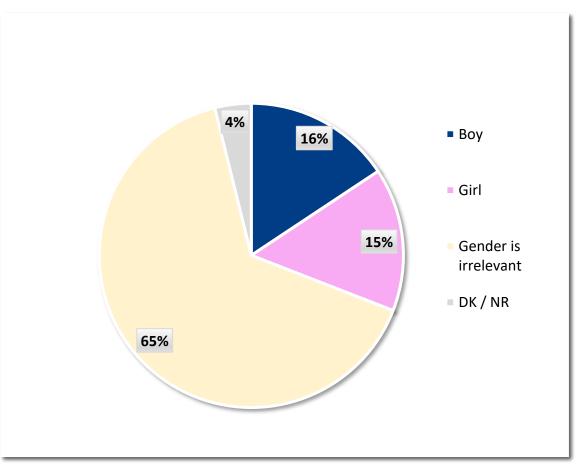


PERCEPTIONS ABOUT CHILDREN

2.1 GLOBAL PICTURE

Suppose you could have only one child. Would you prefer that it be a boy or a girl or is gender irrelevant?

2024



TOP 5 BOY CHILD NATIONS

	Boy %
India	39%
Philippines	35%
Ecuador	24%
China	24%
United Kingdom	21%



TOP 5 GIRL CHILD NATIONS

	Girl %
Republic of Korea	28%
Japan	26%
Spain	26%
Philippines	26%
Bangladesh	24%



TOP 5 GENDER NEUTRAL NATIONS

	Gender is irrelevant %
Mexico	84%
Georgia	82%
Denmark	81%
Sweden	81%
Armenia	78%







Table / Figure # 1.2 PERCEPTIONS ABOUT CHILDREN

2.2 NATIONAL PERSPECTIVE

Suppose you could have only one child. Would you prefer that it be a boy or a girl or is gender irrelevant? (Countries presented in alphabetical order)

				(Countries pr	cocmed n
Serial #		Воу	Girl	Gender is Irrelevant	DK / NR
	Global average	16%	15%	65%	4%
1	Argentina	17%	14%	62%	8%
2	Armenia	11%	9%	78%	1%
3	Austria	10%	15%	73%	2%
4	Azerbaijan	17%	20%	56%	8%
5	Bangladesh	6%	24%	68%	3%
6	Bosnia and Herzegovina	9%	14%	75%	2%
7	Bulgaria	21%	14%	61%	5%
8	China	24%	20%	55%	1%
9	Colombia	19%	19%	61%	1%
10	Denmark	5%	9%	81%	4%
11	Ecuador	24%	14%	55%	6%
12	Estonia	11%	11%	75%	3%
13	Finland	8%	11%	76%	5%
14	Georgia	8%	8%	82%	1%
15	Germany	16%	17%	65%	2%
16	India	39%	11%	41%	9%
17	Indonesia	17%	9%	65%	9%
18	Iran	13%	9%	77%	0%
19	Iraq	21%	17%	62%	
20	Italy	16%	20%	59%	6%
21	Japan	14%	26%	47%	13%

Serial #		Воу	Girl	Gender is Irrelevant	DK / NR
22	Kazakhstan	21%	12%	66%	2%
23	Kenya	18%	14%	66%	1%
24	Republic of Korea	15%	28%	56%	1%
25	Kosovo	15%	16%	66%	3%
26	Latvia	10%	12%	72%	6%
27	Lithuania	12%	12%	69%	7%
28	Malaysia	21%	17%	58%	4%
29	Mexico	8%	7%	84%	2%
30	Norway	8%	15%	75%	2%
31	Pakistan	7%	23%	68%	3%
32	Peru	21%	13%	64%	2%
33	Philippines	35%	26%	37%	2%
34	Poland	13%	14%	66%	7%
35	Portugal	21%	16%	61%	2%
36	Russian Federation	15%	13%	69%	3%
37	Saudi Arabia	18%	12%	67%	3%
38	Serbia	10%	13%	64%	14%
39	Spain	20%	26%	51%	3%
40	Sweden	7%	10%	81%	1%
41	Switzerland	16%	16%	64%	4%
42	Ukraine	13%	14%	70%	3%
43	United Kingdom	21%	17%	59%	3%
44	United States	20%	13%	62%	5%



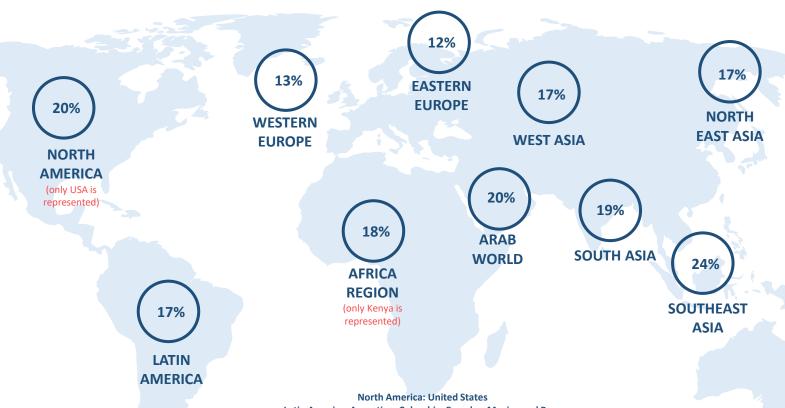


PERCEPTIONS ABOUT CHILDREN

2.3 REGIONAL PERSPECTIVE

Suppose you could have only one child. Would you prefer that it be a boy or a girl or is gender irrelevant?

(REGIONAL BREAKDOWN DATA – BOY FIGURES ONLY)



Latin America: Argentina, Colombia, Ecuador, Mexico and Peru

Western Europe: Austria, Denmark, Finland, Germany, Italy, Norway, Portugal, Spain, Sweden, Switzerland and United Kingdom
Eastern Europe: Armenia, Bosnia and Herzegovina, Bulgaria, Estonia, Georgia, Kosovo, Latvia, Lithuania, Poland, Russian Federation, Serbia & Ukraine
Africa Region: Kenya

Arab World: Iraq and Saudi Arabia

West Asia: Azerbaijan, Iran, Kazakhstan and Pakistan

South Asia: Bangladesh, India.

Southeast Asia: Indonesia, Malaysia and Philippines

Northeast Asia: China, Japan and South Korea



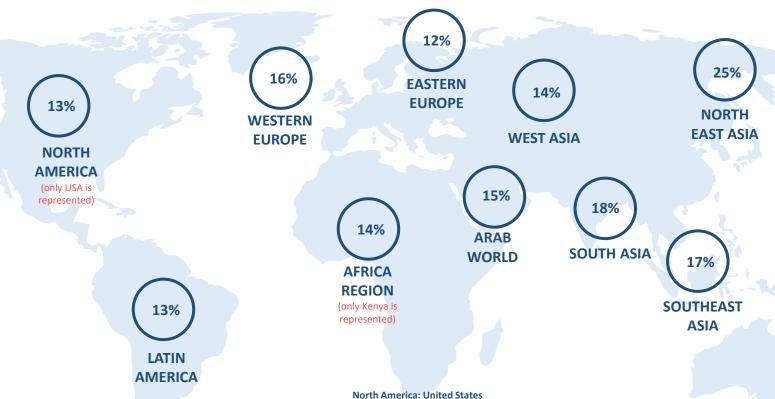




PERCEPTIONS ABOUT CHILDREN 2.3 REGIONAL PERSPECTIVE

Suppose you could have only one child. Would you prefer that it be a boy or a girl or is gender irrelevant?

(REGIONAL BREAKDOWN DATA – GIRL FIGURES ONLY)



Latin America: Argentina, Colombia, Ecuador, Mexico and Peru

Western Europe: Austria, Denmark, Finland, Germany, Italy, Norway, Portugal, Spain, Sweden, Switzerland and United Kingdom Eastern Europe: Armenia, Bosnia and Herzegovina, Bulgaria, Estonia, Georgia, Kosovo, Latvia, Lithuania, Poland, Russian Federation, Serbia & Ukraine Africa Region: Kenya

> Arab World: Iraq and Saudi Arabia West Asia: Azerbaijan, Iran, Kazakhstan and Pakistan South Asia: Bangladesh, India. Southeast Asia: Indonesia, Malaysia and Philippines

Northeast Asia: China, Japan and South Korea



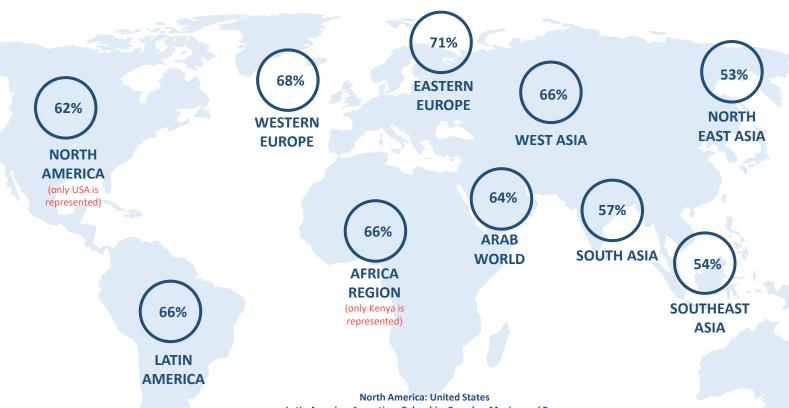


PERCEPTIONS ABOUT CHILDREN

2.3 REGIONAL PERSPECTIVE

Suppose you could have only one child. Would you prefer that it be a boy or a girl or is gender irrelevant?

(REGIONAL BREAKDOWN DATA – GENDER IS IRRELEVANT FIGURES ONLY)



Latin America: Argentina, Colombia, Ecuador, Mexico and Peru

Western Europe: Austria, Denmark, Finland, Germany, Italy, Norway, Portugal, Spain, Sweden, Switzerland and United Kingdom
Eastern Europe: Armenia, Bosnia and Herzegovina, Bulgaria, Estonia, Georgia, Kosovo, Latvia, Lithuania, Poland, Russian Federation, Serbia & Ukraine
Africa Region: Kenya

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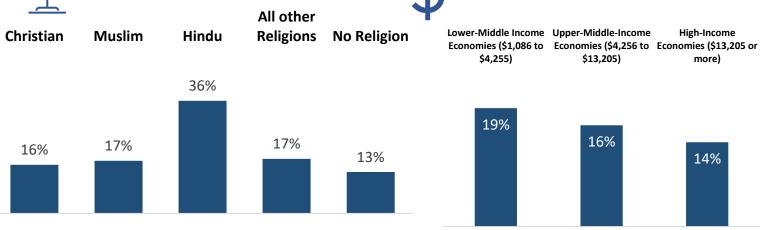
PERCEPTIONS ABOUT CHILDREN

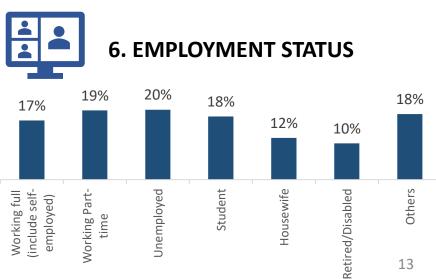
2.4 GLOBAL DEMOGRAPHICS

Suppose you could have only one child. Would you prefer that it be a boy or a girl or is gender irrelevant?

(DEMOGRAPHIC BREAKDOWN DATA – BOY FIGURES ONLY)

3. AGE 1. GENDER 2. EDUCATION Medium High Low **Under 34** 35 - 54 55+ 17% 19% 16% 16% 11% Females: 12% **Males: 20%** 15% 4. RELIGION **5. AVERAGE NATIONAL INCOME 6. EMPLOYMENT STATUS** All other





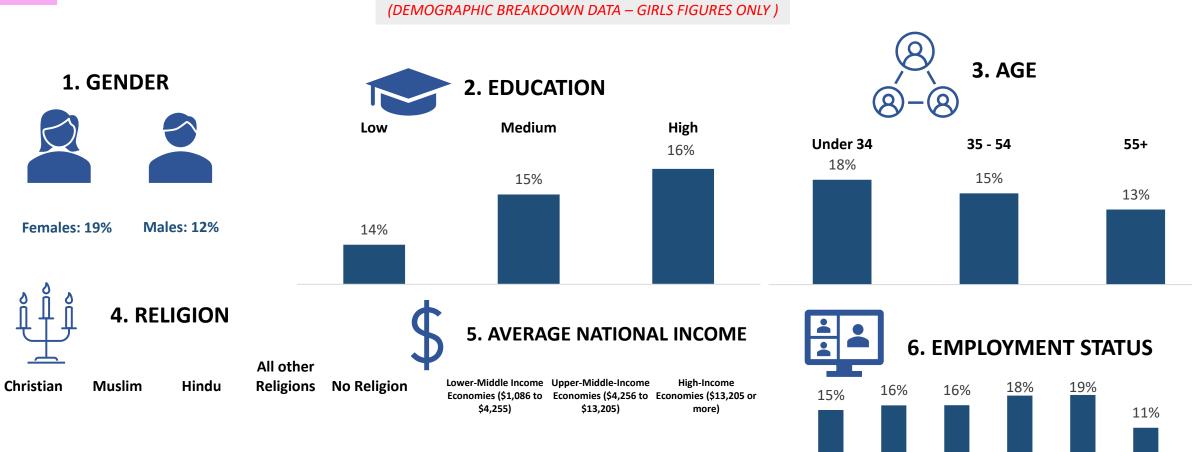


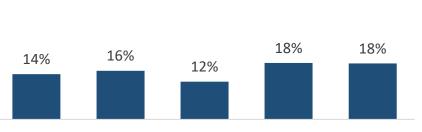


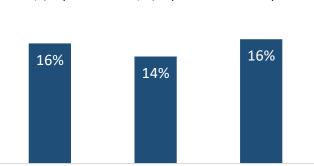
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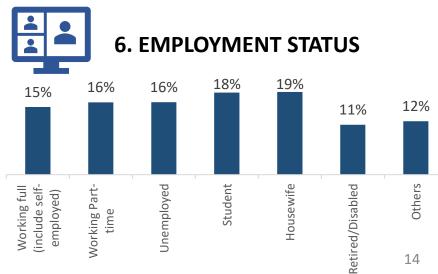
2.4 GLOBAL DEMOGRAPHICS

Suppose you could have only one child. Would you prefer that it be a boy or a girl or is gender irrelevant?











PERCEPTIONS ABOUT CHILDREN

2.4 GLOBAL DEMOGRAPHICS

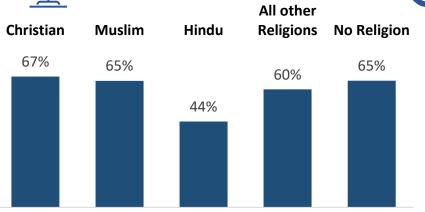
Suppose you could have only one child. Would you prefer that it be a boy or a girl or is gender irrelevant?

(DEMOGRAPHIC BREAKDOWN DATA – GENDER IS IRRELEVANT FIGURES ONLY)

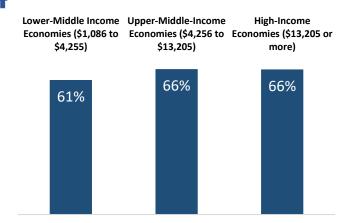
3. AGE 1. GENDER 2. EDUCATION High Low Medium 66% **Under 34** 35 - 54 55+ 72% 65% 59% 65% 65% Females: 66% **Males: 64%**

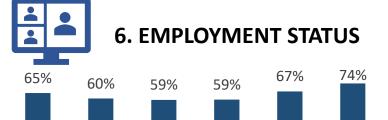


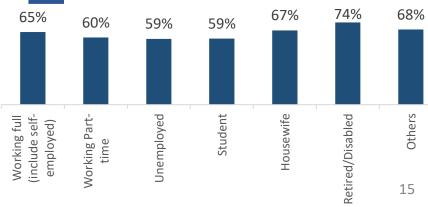
4. RELIGION



5. AVERAGE NATIONAL INCOME









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