



Nielsen

Media Research

Some people say this is a great place to raise kids.

Cast your mind back to your first school class photograph ... or if that's too much of a challenge, go and pick up one of your children's first class photographs.

Thirty five, or thereabouts, fresh, serious, little faces staring back at you, sitting bolt upright under the watchful gaze of the first ever school teacher, bright steady eyes fixed on the camera, somewhere in between fear and newly grown-up pride.

They are all five.

Currently one in five of them is identified as "at risk", (that's seven of them) and one in three are living in poverty, (that's eleven of them) and one in four of them are going home to homes of domestic violence (that's eight of them).

They look different now don't they?

And yet six out of ten of us recently polled that we had bought a product based on the companies support of, or association with, a worthy (charitable) cause. So we are prepared to put our money where our mouth is. Or heart is.

In fact that makes us more prepared to reward social responsibility with our consumer dollars than Australians or the British, as far as we can ascertain.

This particular field of research that marks your actual buying behaviour in relationship to what companies 'stand for' socially is new.

As a demonstration of what 'they stand for' socially, by conducting this research pro bono Nielsen Media Research can now provide, via Robin Hood, the facts businesses need to know in writing their social strategies going forward

Whether it's the class photographs or your child's last birthday invite list, somehow we need to remove our rose tinted glasses and start looking our social statistics in the eye.

A great place to raise kids. The jury is out.

This is the first of a series of columns that will run monthly in partnership with The Robin Hood Foundation and Nielsen Media Research.

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