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A Youth Initiative
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Arlington, MA 02174-4700

Kidspeak



A Voice For Kids

A Youth Initiative

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KidSpeak Solutions Challenge

A Youth Initiative Sponsored By Brigham's, Inc.



A Youth Initiative

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FOR IMMEDIATE RELEASE

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KIDSPEAK - AND NOW IT'S TIME TO LISTEN

Brigham's Launches KidSpeak Program For Kids To Voice Opinions And Take Action On "Real World" Issues

ARLINGTON, MA, May 5, 1995 -- World hunger, domestic violence, homelessness, AIDS and crime are issues which affect kids as much as adults. That's why Boston-based ice cream manufacturer, Brigham's, Inc. is giving voice to a group that may otherwise go unheard via KidSpeak -- a program to advocate the opinions of kids via multiple forums.

By launching a series of surveys, the first to be released this spring, KidSpeak will collect opinions on a number of important and timely topics. The program will speak for thousands of kids, ages nine through 15, from throughout the New England region. KidSpeak's mission is to determine which issues kids deem most important, how those issues relate to their world and what their hopes and dreams are for the future. Survey topics will cover everything from determining whether kids prefer watching TV or going to the mall, to who their role models are and how pollution and teen pregnancy affect their lives. Noted questions include asking kids what profession they'd like to pursue and what they think the world will be like in 20 years.

In addition to encouraging kids to express their views and concerns through surveys, Brigham's will also inspire kids to take action by sponsoring a cause-related program regarding kids' top societal concerns. First, KidSpeak will issue a challenge to kids to solve "real-world" problems

-more-

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KidSpeak Announcement / Pg. 2

related to those top concerns expressed in the survey results. Then, the most noteworthy suggestions will be presented by the kids themselves at a forum event on Saturday, September 30, 1995. At that time a panel of judges will select the top "KidSpeak Solutions" to be executed by the kids and funded by Brigham's.

"The KidSpeak program offers a unique opportunity to positively affect the representatives of our future by showing kids that their opinions really do matter," said Roger Theriault, executive vice president and chief operating officer of Brigham's. "We're happy to provide kids with a vehicle to voice their thoughts, to encourage them to take action and make a real difference," he added.

To inform kids about this interesting, new opportunity, Brigham's will be distributing KidSpeak surveys and information through a variety of school systems, as well as through WBZ's Kid Company radio program which airs on Saturdays from 7:00 p.m. - 9:00 p.m. Kid Company will be active in reporting KidSpeak survey results as well as covering some of the relevant topics and issues which KidSpeak may uncover. By calling **1-800-880-1121**, kids and grown-ups alike may get more information about KidSpeak surveys and other upcoming events.

Brigham's, Inc., headquartered in Arlington, MA, features three product lines -- Brigham's Premium Ice Cream, Brigham's Frozen Yogurt and Élan Frozen Yogurt - with distribution in 10 Northeastern states. The company also operates through franchising, or company owned stores, a chain of 42 restaurants in the Boston area. Since 1914, Brigham's, Inc. has upheld long-standing tradition of excellence in premium frozen desserts.

#



FACT SHEET

FOUNDED:

- In January of 1995 KidSpeak, an exciting new initiative sponsored by Brigham's, one of Boston's leading ice cream manufacturers, was developed to advocate the opinions of kids and offer them a voice via multiple forums.

WHO WE AFFECT:

- The KidSpeak program is designed to collect opinions on a number of important and timely topics from thousands of kids, ages 9 through 15, from throughout the New England region.

OUR MISSION:

- To become "A voice for kids" so that this group, that may otherwise go unheard, will have the unique opportunity of offering their ideas and perspectives about the world around them.
- To launch a series of surveys, so that KidSpeak may determine which issues kids deem most important, how those issues relate to their world and what are their hopes and dreams for the future.
- To inspire kids to take action, as well as encouraging them to express their views and concerns, by issuing a challenge to kids to solve "real-world" problems related to those top societal concerns expressed through the survey results.

KIDSPEAK SURVEYS:

- First survey to cover topics including pollution, discrimination, alcohol/drug abuse, future professions, role models, college, and issues in the news. Survey released end of March, due back mid-April. Results to be released by late May.
- Content of second survey pending results from first survey. Survey to be released mid-June, due back end of June. Results to be released mid-July. Second mailing to include RFP (request for proposal) form asking kids for cause-related sponsorship ideas, in conjunction with top societal concern, to be presented at forum event.
- All kids who complete a KidSpeak survey will be eligible to win a year's supply of Brigham's ice cream.

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KidSpeak Fact Sheet / Pg. 2

KIDSPEAK EVENTS:

- KidSpeak Forum Event - Saturday, September 30, 1995
- KidSpeak Sponsorship Event - TBD, 1995

MORE ABOUT KIDSPEAK:

- Please listen for additional information on KidSpeak and other related survey's and events on WBZ's KidCompany radio program aired on Saturdays from 7-9 p.m. as well as in upcoming issues of Parents' Paper.
- If you're interested in getting involved in KidSpeak and would like to receive additional surveys or get more information call **1-800-880-1121**, anytime.

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SURVEY RESULTS

May 24, 1995

KidSpeak Survey Results

- Commissioned by KidSpeak - A Youth Initiative by Brigham's, Inc.

- Total kids - 355

- Gender

Male 46%

Female 54%

- Age

3%	Not given
5%	Nine
19%	Ten
30%	Eleven

12%	Twelve
14%	Thirteen
14%	Fourteen
3%	Fifteen

- Region - New England

- Conducted - April 1995

- Results - Compiled by Paquin Computing Services

KidSpeak Survey Results

- #1. Please number in order of importance what you like to do with your free time. (1 being most important and 10 being least important)

	TOTAL	SEX	
		Boys	Girls
Playing with friends	1	2	1
Sports activities	2	1	2
Going to the movies	3	4	6
Visiting family	4	6	5
Watching television	5	5	8
Reading	6	7	4
Playing video games	8	3	9
Shopping	7	9	3
Hanging at the mall	9	8	7
Playing an instrument	10	10	10
Other	26.00%	23.00%	29.00%

KidSpeak Survey Results

#2. On average, how much time do you spend watching TV each day?

	TOTAL	AGE		SEX	
		9yrs. - 11yrs.	12yrs. - 15yrs.	Boys	Girls
None	5.00%	3.50%	6.00%	5.00%	4.00%
One Hour	24.00%	31.00%	28.00%	23.00%	25.00%
Two Hours	20.00%	2.00%	18.25%	16.00%	23.00%
Three Hours	24.00%	22.50%	22.25%	24.00%	24.00%
Four Hours	11.00%	10.20%	8.25%	10.00%	11.00%
Five Hours or more	16.00%	13.00%	17.50%	22.00%	12.00%

KidSpeak Survey Results

#3. Please check any of the following problems which directly affect your life or someone you know?

	TOTAL	AGE		SEX	
		9yrs. - 11yrs.	12yrs. - 15yrs.	Boys	Girls
Pollution	36.00%	43.60%	28.25%	36.00%	37.00%
Alcohol/Drug Abuse	35.00%	29.00%	42.62%	32.00%	36.00%
Crime	31.00%	32.00%	31.75%	33.00%	30.00%
Discrimination	22.00%	20.50%	23.00%	20.00%	24.00%
Domestic Violence	15.00%	17.83%	18.75%	16.00%	15.00%
Teen Pregnancy	14.00%	16.30%	22.00%	9.00%	19.00%
Dropping out of school	14.00%	14.50%	13.50%	11.00%	16.00%
World hunger	12.00%	14.30%	14.50%	14.00%	10.00%
Homelessness	11.00%	18.16%	6.50%	11.00%	11.00%
AIDS	10.00%	15.00%	7.87%	9.00%	12.00%

KidSpeak Survey Results

#4. Please number in order of importance which if the following world problems concern you most? (1 being most important and 10 being least important)

	GENERAL	SEX	
		Boys	Girls
AIDS	1	1	1
Alcohol/Drug Abuse	2	2	2
Crime	3	3	3
World hunger	4	4	5
Sexual Abuse	5	5	4
Homelessness	6	8	6
Domestic Violence	7	6	7
Pollution	8	7	8
Dropping out of school	9	9	10
Discrimination	10	10	9
Teen Pregnancy	11	11	11

KidSpeak Survey Results

- #5. Please number in order of importance what you consider to be most important to you in your future. (1 being most important and 10 being least important)

	TOTAL	SEX	
		Boys	Girls
Education	1	2	1
Family	2	1	2
Health	3	4	3
Job success	4	3	4
Money	5	5	5
Religion	6	6	6
Travel	7	7	7

KidSpeak Survey Results

#6. Which of the following professions best describe the type of work you'd like to do when you grow up?

	TOTAL	AGE		SEX	
		9yrs. - 11yrs.	12yrs. - 15yrs.	Boys	Girls
Medical	17.00%	22.50%	13.50%	5.00%	28.00%
Sports	16.00%	12.60%	19.38%	26.00%	6.00%
Other	15.00%	16.60%	13.88%	16.00%	14.00%
Creative Services	9.00%	5.83%	8.38%	7.00%	11.00%
Law	7.00%	9.30%	5.50%	6.00%	10.00%
Public service	7.00%	12.83%	7.13%	12.00%	4.00%
Entertainment Industry	7.00%	8.00%	9.50%	4.00%	11.00%
Education	6.00%	6.60%	3.38%	6.00%	6.00%
Media	5.00%	2.16%	8.50%	7.00%	4.00%
Business	3.00%	0.60%	6.75%	4.00%	3.00%
Technology	3.00%	3.50%	2.88%	5.00%	1.00%
Hospitality	1.00%	0.00%	1.88%	1.00%	1.00%
Homemaker	1.00%	0.83%	1.25%	1.00%	1.00%

KidSpeak Survey Results

#7a. Are you currently active in servicing your community through any type of clubs or organizations such as girl/boy scouts or through any other individual volunteer work?

	TOTAL	AGE		SEX	
		9yrs. - 11yrs.	12yrs. - 15yrs.	Boys	Girls
Yes	44.00%	43.50%	47.88%	38.00%	49.00%
No	56.00%	56.50%	52.13%	62.00%	51.00%

KidSpeak Survey Results

Question #7b **If yes, what organization or activities? (list all)**
(Based on total responses.)

Organization	TOTAL	BOYS	GIRLS
Girl/Boy Scouts and Youth Groups	39%	41%	38%
Church Related Programs/Service	10%	12%	9%
Community Related Programs/Service	42%	39%	44%
School Related Programs/Service	9%	8%	9%

KidSpeak Survey Results

#8. Do you plan to attend college?

	TOTAL	AGE		SEX	
		9yrs. - 11yrs.	12yrs. - 15yrs.	Boys	Girls
Yes	96.00%	94.50%	95.38%	95.00%	96.00%
No	4.00%	5.50%	4.63%	5.00%	4.00%

If no, why? (based on the reported 4% which answered "no")

	TOTAL	AGE		SEX	
		9yrs. - 11yrs.	12yrs. - 15yrs.	Boys	Girls
Financial reasons	27.00%	0.00%	22.88%	29.00%	29.00%
Family responsibility	0.00%	0.00%	0.00%	0.00%	0.00%
Not interested	40.00%	27.83%	14.63%	71.00%	14.00%
Other	47.00%	8.33%	18.75%	14.00%	71.00%

KidSpeak Survey Results

#9. Who do you look up to? Please number in order of importance the following leaders. (1 being most important and 10 being least important)

	TOTAL	SEX	
		Boys	Girls
Parents	1	1	1
Teachers	2	3	2
Athletes	3	2	3
Movie/TV Stars	4	4	4
Musicians	5	5	5
Business leaders	6	6	6
Politicians	7	7	7
Other	22.00%	19.00%	24.00%

KidSpeak Survey Results

#10a How do you learn about what's going on in the news?

	TOTAL	AGE		SEX	
		9yrs. - 11yrs.	12yrs. - 15yrs.	Boys	Girls
TV	81.00%	62.60%	90.13%	82.00%	78.00%
Newspaper	66.00%	52.50%	76.38%	64.00%	68.00%
School	61.00%	46.00%	65.75%	55.00%	64.00%
Parents/Conversation	59.00%	49.16%	66.50%	51.00%	65.00%
Politicians	58.00%	43.50%	67.50%	55.00%	9.00%
Don't pay attention to the news	5.00%	4.00%	4.25%	5.00%	5.00%

KidSpeak Survey Results

Question #10b What do you consider to be the single most important happening in the news currently? (Based on total responses.)

	TOTAL	BOYS	GIRLS
OJ Simpson Case	46%	50%	42%
Crime Related	29%	20%	37%
Other	20%	19%	20%
Sports Related	5%	11%	1%

KidSpeak Survey Results

#11. Do you plan to be married?

	TOTAL	AGE		SEX	
		9yrs. - 11yrs.	12yrs. - 15yrs.	Boys	Girls
Yes	74.00%	73.67%	78.63%	74.00%	76.00%
No	3.00%	2.00%	3.75%	5.00%	1.00%
Don't know	23.00%	24.33%	17.63%	21.00%	23.00%

KidSpeak Survey Results

#12. Do you plan to have a family?

	TOTAL	AGE		SEX	
		9yrs. - 11yrs.	12yrs. - 15yrs.	Boys	Girls
Yes	78.00%	80.50%	76.50%	73.00%	82.00%
No	5.00%	2.83%	6.75%	8.00%	3.00%
Don't know	17.00%	16.50%	16.75%	20.00%	15.00%

If yes, how many children would you like to have?

	TOTAL	AGE		SEX	
		9yrs. - 11yrs.	12yrs. - 15yrs.	Boys	Girls
One	7.00%	6.67%	8.75%	8.00%	6.00%
Two	55.00%	64.33%	50.13%	49.00%	61.00%
Three	24.00%	20.17%	26.25%	24.00%	23.00%
Four	6.00%	2.33%	7.25%	7.00%	5.00%
Five	1.00%	1.00%	1.50%	1.00%	1.00%
Six or more	6.00%	5.33%	5.88%	11.00%	3.00%

KidSpeak Survey Results

#13. Which of the following ways can a person get AIDS?

	TOTAL	AGE		SEX	
		9yrs. - 11yrs.	12yrs. - 15yrs.	Boys	Girls
Drinking from the same glass					
Yes	11.00%	18.83%	1.88%	13.00%	9.00%
No	79.00%	62.67%	93.13%	76.00%	80.00%
Don't know	10.00%	18.67%	5.00%	11.00%	11.00%
Sweat					
Yes	4.00%	6.33%	3.63%	3.00%	5.00%
No	83.00%	78.50%	84.38%	83.00%	82.00%
Don't know	13.00%	15.50%	10.75%	14.00%	13.00%

KidSpeak Survey Results

#13. Cont'd.

Cont'd.	TOTAL	AGE		SEX	
		9yrs. - 11yrs.	12yrs. - 15yrs.	Boys	Girls
Needles					
Yes	89.00%	75.00%	96.88%	88.00%	89.00%
No	7.00%	17.67%	2.50%	7.00%	7.00%
Don't know	4.00%	7.33%	0.63%	5.00%	4.00%
From touching/holding hands					
Yes	3.00%	8.00%	0.00%	5.00%	1.00%
No	94.00%	87.17%	98.00%	92.00%	95.00%
Don't know	3.00%	5.00%	2.00%	2.00%	4.00%
Toilet seat					
Yes	8.00%	13.33%	9.00%	5.00%	11.00%
No	79.00%	68.00%	80.63%	85.00%	76.00%
Don't know	13.00%	18.67%	10.25%	10.00%	14.00%

KidSpeak Survey Results

#13. Cont'd.

Cont'd.	TOTAL	AGE		SEX	
		9yrs. - 11yrs.	12yrs. - 15yrs.	Boys	Girls
Sexual intercourse					
Yes	95.00%	84.83%	98.75%	95.00%	95.00%
No	1.00%	3.17%	0.63%	1.00%	2.00%
Don't know	4.00%	12.17%	0.63%	5.00%	3.00%
Through the air					
Yes	4.00%	12.33%	0.00%	4.00%	4.00%
No	92.00%	85.33%	95.50%	91.00%	93.00%
Don't know	4.00%	2.33%	4.50%	5.00%	3.00%
Kissing					
Yes	26.00%	31.00%	27.75%	22.00%	31.00%
No	61.00%	50.33%	62.38%	68.00%	55.00%
Don't know	13.00%	18.67%	8.75%	10.00%	15.00%

KidSpeak Survey Results

#13. Cont'd.

Cont'd.	TOTAL	AGE		SEX	
		9yrs. - 11yrs.	12yrs. - 15yrs.	Boys	Girls
Blood transfusions					
Yes	94.00%	93.50%	91.63%	94.00%	93.00%
No	3.00%	0.50%	6.50%	3.00%	3.00%
Don't know	4.00%	6.00%	1.88%	3.00%	4.00%
Swimming pools					
Yes	6.00%	10.67%	2.88%	5.00%	6.00%
No	84.00%	74.83%	82.25%	82.00%	85.00%
Don't know	11.00%	14.33%	14.63%	12.00%	9.00%

KidSpeak Survey Results

#14. Do you receive an allowance?

	TOTAL	AGE		SEX	
		9yrs. - 11yrs.	12yrs. - 15yrs.	Boys	Girls
Yes	66.00%	66.83%	55.88%	64.00%	66.00%
No	34.00%	33.17%	44.13%	36.00%	34.00%

If yes, what do you do in exchange for the allowance?

	TOTAL	AGE		SEX	
		9yrs. - 11yrs.	12yrs. - 15yrs.	Boys	Girls
Chores (in/outdoor)	55.00%	55.50%	45.50%	53.00%	56.00%
Schoolwork/grades	26.00%	29.33%	18.63%	26.00%	27.00%
Helping take care of others	25.00%	26.17%	17.75%	25.00%	25.00%
Behaving	23.00%	25.33%	18.88%	23.00%	22.00%
No reason at all	7.00%	7.17%	2.88%	6.00%	6.00%
Sports accomplishments	5.00%	7.17%	2.25%	6.00%	5.00%

KidSpeak Survey Results

Question #15

Give one example of what you think the world will be like in 20 years (2015). (Based on total responses.)

Overall Response

	TOTAL	BOYS	GIRLS
Positive	56%	61%	51%
Negative	34%	28%	39%
Other (Same/Didn't Know)	10%	11%	10%

Predictions

	TOTAL	POSITIVE EFFECT	NEGATIVE EFFECT
Technology Advances	33%	33%	0%
Other Predictions (crime/violence, drugs, environment/pollution, economy)	57%	23%	34%
	10%		



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TODAY'S KIDS VIEW THEIR FUTURE AS GRIM -- BUT NOT HOPELESS

"KidSpeak" - Out On Fears About Health And Welfare And Faith In Traditional Values In Brigham's Youth Initiative Survey

ARLINGTON, MA, May 24, 1995 -- A recent survey commissioned by Brigham's *KidSpeak*, a program for kids to voice perspectives and take action on the critical issues in their lives, indicates that kids have serious concerns about the future, particularly on issues related to their personal health and well-being. Those primary world concerns, with AIDS ranked highest, include a variety of issues such as alcohol/drug abuse and crime -- problems which also reportedly directly affect their lives today. Despite the magnitude of these concerns, it still appears that kids are optimistic about the future, focusing on traditional values such as education and family as vehicles to shape their future lives.

Conducted in April of 1995, the survey polled 355 boys and girls, between the ages of nine and 15, throughout New England and was distributed through a variety of local school systems, as well as through the *KidSpeak* 1-800 #. Survey results were compiled by Paquin Computing Services, an independent research firm located in Hull, Massachusetts. The margin of error is +/- five percent.

Kids' Fears About The Future

To understand the seriousness of what kids today are facing in their lives, respondents were asked two questions, one which required them to rank world problems and another that indicated which of those problems directly affect their lives or the lives of someone they know. On average, the group ranked AIDS as the number one future concern when asked to rank the importance of 11 world problems. This concern was skewed more heavily to older kids, with all respondents in the 12 - 15 year old age category ranking AIDS as the number one concern.

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While AIDS was the top societal concern, the study revealed that it only directly affects ten percent of the kids. In addition, most kids appear to be very educated on how AIDS is contracted. Ninety-five percent were aware that a person could be infected with AIDS through sexual intercourse; 94 percent checked yes for blood transfusions and 89 percent checked yes for needles. Although, when asked if a person could get AIDS through kissing, a large group either said "yes" or "did not know" (39%).

Other primary world concerns include alcohol/drug abuse which ranked second and crime which ranked third overall. When asked about the direct influence of those concerns on their lives, 35 percent reported that they are directly affected by some type of alcohol/drug abuse and that 31 percent are directly affected by crime. According to the Brigham's *KidSpeak* survey, the number one problem which directly affects kids' lives is pollution (36%). In addition, one hundred percent of girls age 15 who were surveyed indicated that teen pregnancy directly affects their lives or someone they know today.

When given the opportunity to elaborate on the future and what the world would be like in the year 2015, 34 percent viewed the future in a negative light; a place overrun with crime, violence and pollution. Specific statements included concerns about drugs, war and poverty, as well as endangered species and the deterioration of the ozone layer. One youth predicted there will be "more violence because of the way things are going today," and another stated "the world is going to end in the year 2000."

Continued Faith In The "American Dream" -- Education, Career & Family

But all is not bleak in the eyes of today's youth. Kids saw a brighter aspect to the future, with the year 2015 being a place improved by technological advances (33%) and still others (23%) viewed the future as a cleaner, more peaceful place with less crime, violence and drugs. Predictions were made about flying cars and solar power; computer advances and a high-tech world similar to the cartoon life of the Jetson family. One hopeful youth simply answered, "I think there will be a new and fresh generation of adults to help the world."

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Respondents' view of the future also reflected the extent to which they embrace the "American dream" -- high aspirations for education, career and family. When asked what they considered to be most important to their future, kids' ranked education as most important, family as second and health as third. Other choices travel, money, job success and religion. Although, when viewed separately, boys ranked job success as third most important to their future and health fourth with family and education still first and second respectively. In addition, girls ranked education as the top priority with family second and health third.

Their desire for education was apparent when considering that ninety-six percent of respondents said "yes" when asked if they plan to attend college. When considering what type of profession that education would lead to, kids selected the medical profession as the top profession (17%), sports (16%), creative services (artist/writer/photographer, etc) (9%), law (7%), and public service (7%).

Survey results also reinforce the importance of family values on kids' futures. Seventy-four percent of the kids polled intend to be married one day with only a very small percentage reporting no (3%), and the rest reporting that they don't know (23%). Also, when asked if they plan to have a family 78 percent said "yes." In addition, it seems that boys are more interested in having larger families with 12 percent wanting five or more kids while only 4 percent of girls surveyed wanted five or more children of their own. Overall, most kids would like to have families with two or three children (79%), while 37 percent would like to have three or more kids.

When asked to rank in order of importance who they look up to most, kids overwhelmingly selected parents as their first choice (73%). Second overall ranking varied for both boys and girls with teachers being selected as the second overall rank for girls and athletes being selected as the second overall rank for boys. In addition, although it has become apparent that family is important to those surveyed, only 1% of both boys and girls selected homemaker as the type of work they envision for their future.

-more-

Kids' Interests

In addition to taking a look at what kids consider to be most important to their future, the survey examined what activities are most important to kids today. When asked to rank what they like to do most in their free time, playing with friends ranked highest overall. Although, boys in both age groups (nine through 11 and 12 - 15 years old) ranked sports activities highest. Overall, sports activities was ranked second, going to the movies was ranked third and visiting family was ranked fourth.

Television was only ranked fifth overall for what kids like to do in their free time, yet the amount of time per day spent watching television was significant. Reportedly, 51 percent of the kids surveyed watch three or more hours each day and 16 percent watch five hours or more each day with only five percent not watching any television. Although, it seems that kids are using this time in front of the television set to educate themselves. When asked to check all that apply as vehicles for finding out what's going on in the news, television was the most widely recognized means for receiving information (81%), newspapers were second (66%), and the rest were as follows: school (61%), parents/conversation (59%) and radio (58%). It was reported that only five percent overall do not pay any attention to the news.

When asked to report on what they considered to be the single most important occurrence in the news, the most commonly offered answer (46%) was the OJ Simpson case. Kids seemed so aware of this news event that one child, when asked about what the world would be like in the year 2015, stated "There still won't be a verdict for the OJ Simpson case."

How Kids Contribute

The survey revealed that kids are already involving themselves in bettering their communities and societies through volunteer work -- setting a precedent early on for tackling the larger global problems which they cited as their main concerns. When asked if they are currently active in servicing the community through any type of club or organization or through individual volunteer work 44 percent reported that they were, with a larger percentage of girls currently active (49%) and somewhat less boys (38%). Activities listed when asked for specific examples of community

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involvement included: church groups to raise money for the poor, soup kitchens, clean-up programs, donating food to the homeless, working with and donating to shelters, nursing home and hospital programs, school organizations to assist communities, Amnesty International, the World Wildfire Federation activities within Boy Scouts and Girl Scouts and even a South African book drive.

Kids are also helping out at home. Most kids who reportedly receive an allowance, do so by contributing in some way to their households. Fifty-five percent of the kids who receive an allowance do so only after taking care of their responsibility for chores, both indoor and outdoor. Also, 25 percent help take care of others and only seven percent of those that receive an allowance, do so for no reason at all.

KidSpeak Program

To encourage kids to continue this effort towards community involvement and bettering their futures, Boston-based ice cream manufacturer, Brigham's, Inc. has developed *KidSpeak*. In addition to offering kids the opportunity to express their concerns through surveys, *KidSpeak* will invite kids to develop proposals to solve "real-world" problems related to concerns expressed in the survey results. Top proposals will be presented by the finalists at a forum event on Saturday, September 30, 1995. At that forum New England's kids will vote on the top "*KidSpeak* Solutions" to be funded by Brigham's and executed by the kids.

To inform kids about this exciting program, Brigham's distributes *KidSpeak* surveys and information through a variety of school systems, as well as via the *KidSpeak* 1-800 number. By calling **1-800-880-1121**, kids and grown-ups alike may get more information about *KidSpeak* surveys and other upcoming events.

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