

closeup®

Unilever

Will love  
always win?

A CLOSE-UP ON THE  
FREEDOM TO LOVE  
2018



# FOREWORD

**By Dr. Holly Parker (Ph.D)**

One of the most personal, meaningful decisions we can make is who we choose to be with; it's connected to how gratified<sup>1</sup> and content we feel<sup>2</sup>. Sadly, even though we've made strides in embracing diversity and respecting people's freedom to follow their heart regardless of race, gender, religion, class, or identity, countless individuals still find themselves unable to make this fundamental, basic choice.

As this whitepaper from Closeup reveals, although most young people yearn for a world where everyone can be free to love the person they want to love, fewer than 3 in 5 believe they have the freedom of attraction. And it's not hard to see why; relationships can face prejudice as society passes judgement on couples whose pairing falls outside the lines of what it defines as customary and appropriate. Such couples are more apt to face unfavourable attitudes, feel less accepted, and experience dismissive or demeaning treatment<sup>3</sup>. And acceptance matters.

According to this study by Closeup, support from family and friends is a vital source of reassurance and courage to foster a romantic relationship. Even among those in the study who took a risk and entered a romantic relationship that fell outside conventional lines, half kept their love hidden in the dim shadows of secrecy, frightened of the consequences. This is all in keeping with what relationship science says can happen when relationships face stigma. Pressure from society, family<sup>4</sup>, and friends can limit who people date<sup>5</sup>, lead them to hide their relationship<sup>6</sup>, or show less affection in public<sup>7</sup>. Social disapproval is also linked with shame and stress<sup>8</sup> for the relationship and lower self-esteem<sup>9</sup>, making it harder for couples to create the connected bond they deserve.

Thankfully, each of us can play our part in striving toward an environment that embraces healthy, loving relationships in all their forms, where everyone is #freetolove without fear of stigma, judgement, or shame. As individuals and as a society, we need to question negative stereotypes about diverse couples, and extend more positive and supportive messages to them, so they can enjoy the most fulfilling life possible.

To get started, read this whitepaper to learn more about how you can play a role in the #freetolove movement. With every step we take towards dismantling prejudice and discrimination and affirming the inherent worth and equality of all people and relationships, we elevate the world we inhabit, for others and for ourselves.

**Dr. Holly Parker is a psychologist with a special interest in romantic relationships. In her work, she addresses the problem of social prejudice and discrimination toward diverse couples. She's the author of *When Reality Bites* (Hazelden, 2016), writes a blog for Psychology Today, and is a lecturer at Harvard University.**

<sup>1</sup> Dush, C.M.K., & Amato, P.R. (2005). Consequences of relationship status and quality for subjective well-being. *Journal of Social and Personal Relationships*, 22, 607-627.

<sup>2</sup> Dyrdal, G.M., Roysamb, E., Nes, R.B., & Vittersø, J. (2011). Can a happy relationship predict a happy life? A population-based study of maternal well-being during the life transition of pregnancy, infancy, and toddlerhood. *Journal of Happiness Studies*, 12, 947-962.

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<sup>7</sup> Vaquera, E., & Kao, G. (2005). Private and public displays of affection among interracial and intra-racial adolescent couples. *Social Science Quarterly*, 86, 484-508.

<sup>8</sup> Doyle, D.M., & Molix, L. (2015). Social stigma and sexual minorities' romantic relationship functioning: A meta-analytic review. *Personality and Social Psychology Bulletin*, 41, 1363-1381.

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# HOW IT ALL BEGAN

**The thrill of falling in love is like nothing else. For fifty years Closeup has talked about getting people closer, built on the belief that the feeling of getting physically close to someone is irreplaceable. This conviction has never changed.**

Closeup has been challenging conventions since we started. Born in the sexual revolution of the 1960's, Closeup is the world's first gel toothpaste infused with mouthwash. We flipped oral care on its head – focusing instead on what really mattered most to people: the ability to move closer without having to pause or stop and enjoy being in the moment and the sheer excitement of moving closer. But we knew that the closer people got, the less confident they felt. So, we made it our mission to give young people confidence in those “up close and personal” situations, to help them to act on mutual attraction. We also challenged accepted norms and encouraged young people to feel free to get close.

Today more than ever we know how important it is to feel love and to share it. We also know that love can happen regardless of race, gender, religion, affiliation or social class.

We realised that in many parts of the world, barriers still stand in the way of closeness. Some young people are restricted by traditions or cultural mindsets. But they long for a world where they are free to act on their attraction. Wanting to get close to someone we love is a universal instinct. But it is not yet a universal right. And we believe it should be.

As a brand that stands for closeness, we believe we need to play a bigger role in creating a world where everyone is free to love, and do so confidently without fear of reprisal and judgement. One of the ways we can do that is by going beyond stereotypical portrayals of picture-perfect couples, and to advocate for everyone's right to get close.

We begin by first understanding the state of closeness amongst young people in three of our key markets: Brazil, India and the Philippines. We set up the Freedom of Attraction study to explore into the hearts and desires of youths.

Our study revealed that while



**9 IN 10**

**youths wish for a world where people are free to be with the person they are attracted to,**



**FEWER THAN 3 IN 5**

**feel they actually have that freedom.**

Barriers hold people back from experiencing the most beautiful feeling in the world.

The results may be grim but they give us a renewed sense of purpose for the next 50 years and beyond. From now on, our purpose is to play a part in creating a world where everyone is free to love. Closeup will shift from just advocating for closeness to celebrating closeness of every kind. And we won't stop until everybody is #freetolove.

# THE CURRENT STATE OF ATTRACTION

**To get started, we needed to discover what the state of attraction is today. We wanted to gain a deep, holistic understanding of the individual, familial and societal barriers to attraction faced by youths in our target markets. We sought to understand the consequences of these barriers on their physical and mental well-being.**

We set out to study three of our key markets: Brazil, India and the Philippines using both qualitative and quantitative research. We wanted to see how free our young people feel to act on their feelings of attraction. All three of these countries have large youth populations (18-34 years old). In India it is 27.4 per cent, in Brazil it is 25 per cent, and in the Philippines, it is 20 per cent.

For our qualitative research we used a 3-pronged approach:



## ONE

First, we had to set the scene. We studied the political, social and economic context of our three target markets. We immersed ourselves in academic papers, news articles, reports and films. We looked at the different barriers to attraction faced by youths in our target markets. These included individual, familial and societal barriers.



## TWO

Next, we needed to fully understand the consequences of those barriers on our youths' physical and mental well-being. We interviewed representatives from academia, the media, NGOs and the corporate sector. All of them had experience working with young people.



## THREE

Finally, we interviewed the youths themselves. We spoke to those who had personally experienced and overcome a barrier to attraction. We spoke to others who had given up because of the barriers.

And we spoke to their parents.

<sup>10</sup> Unconventional relationships refer to "same-sex", "inter-caste" and "inter-racial" relationships, as per findings from the research

"Broke barrier" refer to those who were in an unconventional relationship<sup>10</sup> at the time of the research

"Did not break barrier" refer to those who had been in an unconventional relationship in the past, but who were at the time of the research not in such a relationship.






**Love recognizes no  
barriers. It jumps hurdles,  
leaps fences, penetrates  
walls to arrive at its  
destination full of hope."**

Maya Angelou







All this qualitative information helped us design the next stage of our study – the quantitative stage. We called it, the Freedom of Attraction index. This aimed at determining the state of ‘Freedom of Attraction’ amongst youths in each country, and its implications. We zoomed into the key factors that can either enable or deter people from pursuing what they consider an “unconventional” relationship. Our study also measured the level of acceptance towards unconventional relationships amongst society as a whole, amongst parents, and as perceived by youths.

We wanted to capture the multi-faceted aspects of pursuing love and closeness, so we identified four dimensions of Freedom of Attraction:



law protects the rights of youths to have a relationship of their choice without any constraints

laws that prohibit acts of discrimination against couples in unconventional relationships are enforced

FREEDOM AS PROTECTED BY LAW

FREEDOM TO SHARE AND EXPRESS

discuss and seek support from family and friends

share their relationships in public without fear of any judgement

talk about their relationships on social media

FREEDOM TO BE THEIR AUTHENTIC SELVES

FREEDOM TO CHOOSE AND REJECT

follow their personal beliefs or practices when in a committed relationship

confident to be their true self in a committed relationship, without pretence or self-doubt

feel free to date anyone

feel free to marry anyone

free to reject a partner who has been chosen for them by someone in their family



Through our research, we discovered that each country has its own set of “unconventional relationships”. These relationships are the ones that face the most barriers and resistance. In Brazil, this includes inter-racial relationships. In India, inter-caste relationships. In the Philippines, same-sex relationships. But young people in all three countries have one thing in common: they want to live in a world without barriers to love.

Our mission is to help shatter these barriers. We want to represent all kinds of closeness so that all young adults feel free to be with the person they love, without self-doubt or fear of social stigma and judgement. We want to help give them a boost of courage and confidence, so they can turn attraction into action.

# THE SECRET LIVES OF YOUTHS

**Young people today – the focus of our study – are said to be the most empowered of all generations. They are more educated, informed, connected and open to new experiences than ever before. They have been born into a world which embraces diversity, with artists, brands and the media making what was once unconventional, mainstream. They are more self-aware, with a strong sense of their own identity.**

They want to take charge and chart their own destiny, especially when it comes to who to love. And whether that means sticking to age-old traditions, or breaking away from norms, what they really want is to be true to themselves.



**I just want to stand on my own, [be] independent, I just want to explore new things, go out...”**

Young adult in India who broke barriers in inter-caste relationship.

But despite all this, the results from the Freedom of Attraction study showed that our youths don't feel truly empowered to act on their feelings of attraction.

**53%**

**are afraid of discrimination, judgement or public shame.**



**47%** **are hiding their relationships for fear of family or peer disapproval.**

These barriers to closeness aren't new. They are the same ones lovers have faced for centuries.

Despite those barriers, we found that

**3 IN 4** 

**youths interviewed had pursued unconventional relationships.**

Yet



**1 IN 2**

**of those youths kept their unconventional relationships a secret, due to the fear of discrimination, judgement or public shame.**

But this is 2018, and we expect more. We expect more from society, and we expect more from people. The problem is the barriers to closeness are still intact. They might be a little less common, less visible, and less acceptable than they used to be, but they are still there. In fact, some barriers are becoming stronger.



There is a very strong sense of individual identity, rather than mass identity. They understand the fact that each person is different and therefore the person's priority and how they lead their life is their own prerogative."

LGBT activist and founder of the largest gay social group, India.

PP

*Her parents thought that I was there to study and that she was bringing me into their religion, we did it just so we could cover it up. That's why I said you can hide it or you can pretend that you're ok."*

Youth in the Philippines who didn't break barriers in a LGBT relationship.



*"They feel rejected. From society, community, friends and family. They find it difficult to carry their normal way of life. They are kind of quarantined."*

Parents of a youth in an inter-religion relationship in India.

*"The rich cannot marry the poor. Although you can do it nowadays but you'd still feel discrimination."*

Young adult in the Philippines.

PP

*[Fear] of non-acceptance, of being beaten, of dying. Gay people go out on the street, we go out on the street and I do not know if I'll come back home."*

Youth in Brazil in a LGBT relationship.

*"Society doesn't accept these relationships so why share with anyone?"*



Youth in India who didn't break barriers in a LGBT relationship.

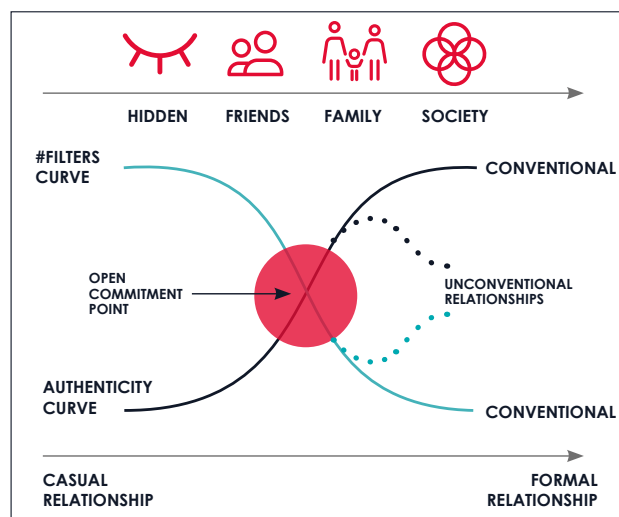


# THE AUTHENTICITY PARADOX

**Along with a strong sense of self, another defining characteristic of our youths is their desire for authenticity. 71 per cent of them long for a world where people are accepted for who they truly are.**

Authenticity - the ability to be your true self - is connected to many aspects of our psychological well-being, including vitality, self-esteem, and coping skills. [Acting in accordance with our core self is even considered by some experts to be a basic psychological need.](#)


But even those who are strong, influential figures, such as Serena Williams and Malia Obama, are subject to scrutiny and judgement for being true to themselves and choosing who to marry or date. How difficult must it be for youths?



In a “conventional” relationship (one without barriers), authenticity grows as the relationship grows. Authenticity refers to being comfortable and confident in your true self, without pretence or filters. However, during our research, we found that in “unconventional” relationships the same does not occur. Once they formalise their relationship, social pressure on unconventional relationships to conform to the “status quo” or the traditions of the family increases. This means couples can find the freedom to be their authentic selves compromised, even though that freedom is a core need for a healthy relationship to truly flourish.

If you believe, as we do, that being your true self is essential to living a fulfilled life, then imagine what leading a double life – due to lack of freedom – can be as a barrier to personal happiness?





**“The ability to be open with one’s friends, family, colleagues and employees about an integral and intrinsic part of one’s life and personality, is fundamental to unfold the full potential of the personality of any human being... Being open about one’s sexual orientation is essential to the pursuit of personal and professional success and happiness.”**

Indian celebrities Navtej Singh Johar, Sunil Mehra, Ritu Dalmia, Aman Nath, and Ayesha Kapur in a writ petition to the Indian Supreme Court requesting it declares Section 377 of the Indian Penal Code unconstitutional<sup>11</sup>.

<sup>11</sup> Chapter XVI, Section 377 of the Indian Penal Code criminalises sexual activities “against the order of nature”, including homosexual sexual activities.

# DEAR PARENTS AND FRIENDS, **YOU** CAN MAKE OR BREAK A RELATIONSHIP

## PARENTS

The impact parents have on our lives is a topic deeply explored in literature, music and film. And when it comes to relationships, our research revealed the tension between what society calls the “Me” generation, who see themselves as solely responsible for their own freedom of attraction, and what they think their parents want. Because despite viewing themselves as key decision makers, youths today still want to please their parents. In fact, at least 6 in 10 said having the support of parents and family was important when it came to making a relationship work.

**“That influences a lot, at least for me, what my family thinks of the person I’m dating, or what my friends think, is very relevant to me.”**

Youth in Brazil.

**“With Generation X, parents were out of the picture – it was really about young people and their lives. It is completely different with Millennials, whose parents are their peers and best friends.”**

Stephen Friedman, former president of MTV.

***“I have told my children, understand your limitations, be friends with all, but the first rule is, he should not be a Muslim... Muslim partners are a taboo – we have heard that since childhood from our parents and from our grandparents.”***

Parent of a youth who had an inter-caste relationship, India.

When youths sense a lack of approval from parents, 1 in 2 of them would rather compromise their freedom to be their authentic self, and keep their relationship a secret. But hiding has its implications on their emotional well-being:



**In Philippines, 30 per cent of youths feel guilty towards their family.**



**In Brazil, 22 per cent of youths feel like they are living a double life.**



**In India, 22 per cent of youths feel that it is safer this way.**

Perhaps more so than any other generation, today’s youths are close to their parents.

But these close ties can make the consequences of breaking familial barriers much more severe.

**“They are not 100% free; youths still have their culture in mind and the family background or society they belong to.”**

Youth in India.







## FRIENDS

In fact, 53 per cent of youths said that lack of support from family was a key barrier to pursuing relationships. For instance in India, 31 per cent would break off a relationship if their family or society disapproved. Why then do parents, and society as a whole, tend to oppose unconventional relationships?

Our research showed that families are seen as an institution designed to carry on traditions and cultural values. Unconventional relationships are therefore seen as a threat to those values, beliefs and traditions they uphold, and some families will try to minimise any threat to the status quo.

As parents, it is an intuition to want what is best for your children. Can this include letting them be #freetolove?

After parents and family members, the influence of friends is almost as significant. In our research, one of the top coping mechanisms that emerged when facing a lack of freedom was seeking the support of friends.



**40 per cent will turn to close friends if they do not feel free to be with the person they are attracted to.**

From old-school classics like *Friends* and *Sex and the City*, to more recent TV shows such as *Gossip Girl* and *Girls*, pop culture is awash with examples where peer pressure induces characters to ditch their love interests. The same goes for our youths. While some might consider defying their parents for love, many may not want to face their friends' disapproval. The power of peer pressure should not be underestimated when it comes to young hearts. 51 per cent stated that having the support of close friends would give them the courage to pursue a relationship.

Although personal attraction is what usually motivates someone to start a relationship, having the support of one's closest circle is important to sustain a relationship. And in an unconventional relationship, that support can give young people the strength and courage to pursue their happy ending against all odds.

It is crucial that both parents and peers realise the significant role they play in enabling or disabling relationships. If it takes a village to raise a child, perhaps it takes a village to grow a relationship.

**Everyone has a role to play, and it starts with you.**



# HOW DO WE ENABLE SOCIAL CHANGE?

**When it comes to freedom of attraction, we discovered that parents and peers are not the only influencers.**

Pop culture and the media have always played a huge role in effecting change. Never has that been truer than in today's socially connected world. From Sheryl Sandberg's book *Lean In* (which changed the conversation about women in the workplace), to raising awareness and money for charity (it is estimated that well over \$110 million was donated to related charities thanks to the ALS Ice Bucket Challenge), all the way to the rising trend of 'coming out' stories on social media (Facebook's data showed [over 6 million people have come out](#) on their platform) – the role of the media is undeniably powerful.

We believe the media can be an unofficial yet powerful force for breaking or perpetuating stereotypes. It can be an effective channel to broaden mindsets and build acceptance, as well as encourage and celebrate diversity. The recent box office successes of *Wonder Woman* and *Coco* prove there is a growing appetite for diversity when it comes to mainstream media. Most notably, the Marvel movie – *Black Panther* triggered the #WhatBlackPantherMeansToMe hashtag on social media, with hundreds of people celebrating the representation of the black community in the movie, and sharing its cultural resonance.

In the Philippines, lesbian, gay, bisexual and transgender (LGBT) people have limited legal rights, but are widely represented in popular culture. Talk show host Boy Abunda, comedian Vice Ganda and singer Aiza Seguerra are just a few of the country's influential gay personalities. The LGBT community is also well represented on the silver screen. The *Unkabogable: Praybeyt Benjamin* stars a gay man in the army. It was the highest grossing film in 2011, and the first to break the P300 million mark at the Philippine box office.

It is a different story in Brazil. Despite a largely black or mixed-race population, and multiple anti-discrimination laws, Brazilian television predominantly features relationships between white couples. Joel Zito Araújo, an award-winning Brazilian filmmaker, [also found that 75 per cent of the roles for black actors were in positions of subservience. In a country where 81 per cent of the population describes TV as their main source of leisure, there are repercussions.](#)



While most countries have laws to prevent discrimination and hate crime, these often go unenforced due to cultural or societal pressure. This means that prejudices can become even more widespread. The disconnect between what is enforced by law or seen in day-to-day life, and what is shown in mainstream media, indicates a clear gap between what is real and what is perceived by society.

The way to effect change may be more accessible than we realised: social media. Recent history has shown the power it can wield. Campaigns such as [Airbnb's Until We All Belong](#) (an advertising campaign

in Australia promoting marriage equality) or AdCouncil's [Love Has No Labels](#) (a public service advertising campaign that encourages people to examine and challenge their own unconscious bias) can spark debates, rally people around a common cause, and help promote acceptance of the under-represented. Online movements can bridge the gap between the unconventional and the commonplace, between what the law dictates and what society needs.

At Closeup we want to help bridge those gaps with you.



# HOW WE ENVISION THE FUTURE OF CLOSENESS

**For over 50 years, the role of Closeup has always been to give people the confidence to get physically close.**

As a brand built on attraction, we feel we need to do our part to help promote closeness and address the barriers that stop people from getting closer.

We envision a world where the freedom to get close is commonplace, and where diversity is celebrated. Now, more than ever, we believe that when the attraction is mutual, the freedom to get close matters more than anything else. It transcends ethnicity, culture, religion, gender or social class.

Our research shows us that young people feel the same way. Above all, they want to be free to be who they are. They want to feel authentic. But for this to happen, they *must* feel free to love. So how can we help our youths achieve their vision of the world? We know that the support of parents, family members and friends is crucial. We know that the media plays a powerful role in breaking down barriers. But we also need direct action. We need positive steps to bring the world closer to where our youths believe it could, and should be.

Through our research, key areas where young people seek the most support in their pursuit of unconventional relationships were identified. In the Philippines and Brazil, they want counselling to help them cope emotionally. In India, they need safe shelters for couples who have been abused or out-casted. Closeup pledges to support our youths in the most relevant way we possibly can. In fact, we have started doing so. We are committed to representing all kinds of closeness in our advertising and communications.





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Our mission  
from now on  
is clear:



TO **CELEBRATE**:  
FIRST MOVERS,  
BARRIER BREAKERS  
AND LOVE OF  
EVERY KIND.



TO **NORMALISE**:  
BE INCLUSIVE,  
UNSTEREOTYPICAL  
AND SHOW THE  
DIVERSITY OF LOVE.



TO **SUPPORT**:  
INITIATIVES THAT  
HELP BUILD A WORLD  
WHERE EVERYBODY  
IS FREE TO LOVE.



TO **ADVOCATE**:  
TO ACTIVELY DEFEND  
THE RIGHT AND  
FREEDOM TO LOVE.

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Will love always win?  
We don't know. But we know for  
sure, it is always worth the fight.

**We won't stop until  
everyone is #freetolove.  
But we cannot do it alone.  
Everybody has a role to  
play. So will you let love  
in, or keep the door shut?**

# REFLECTIONS ON THE METHODOLOGY FOR THIS STUDY:

BY JOHN SMURTHWAITE

## AN EXTERNAL PEER REVIEW

**It was of critical importance that this study was conducted in a manner that was technically robust while providing an opportunity for eliciting valuable insights. It is rare to see a project that threw up so many challenges that required meticulous organisation and planning. Due to the complexities the project has taken nearly two years of planning and experimentation and I am satisfied with the quality of the final output from both a technical and insight view.**

The complexities arose from a multitude of sources, involving countries with large and diverse populations - India, Brazil and Philippines all with different languages, cultures, social norms, geographies, religions. Extensive desk research and discussions with professional observers of society and social trends identified the key issues around intimacy and closeness. Trends identified were then tested with young people in a number of qualitative stages to determine the reality. These were then formed into questions to be used in a quantitative stage. The questions needed to be massaged and moulded to a point where young people could answer them comfortably.

This I believe was the bravest part of the project –to question young people about their most intimate personal relationship, dating, family relationships, religious beliefs, sexual encounters, sexual orientation, and caste - particularly in conservative India, religious Philippines, and diverse Brazil. This was brave from both the

survey instrument questions aspect and from the risk of asking intimate personal questions.

To ensure quality responses the questions were tested in multiple pilot surveys. Pilot interviews were initially too long mainly due to the use of long lists of statements for use in segmentation. Efficiency in culling the long lists was achieved through factor analysis testing which helped cull superfluous statements and improve the quality of the results.

After the pilot surveys, the full-scale computer aided personal interviews were conducted; using a mix of online and face-to-face data collection. Face to face data collection was done at a central location, while online data collection was done using panel samples.

A total of 3,569 respondents were interviewed across markets. To ensure representation across age, income, gender and region the data was weighted. After weighting a total sample size of 3,000 respondents was represented in the report across the markets i.e. (n=1000 in each market). Analysis of the data to elicit insights required establishing an algorithm that would be useful across a broad range of countries and societies. After considerable attempts the team designed a 'Freedom of Attraction' Index which I believe helps provide an understanding of intimacy and closeness.

With its completion, this study forms the basis and inspiration for the new social mission for Closeup which, is to advocate for the freedom to love helping young adults turn mutual attraction into action, free from self-doubt and judgement of others.

John Smurthwaite has recently retired from KantarTNS APAC after 40 years' service. KantarTNS is a major global market research company owned by WPP. John began his career in Australia and moved to Asia in 1977. He was responsible for opening offices for the company in Indonesia, Philippines, Korea, Taiwan, India, Vietnam and Japan. John has acted as regional TNS CEO and Chairman and now represents the MR industry as ESOMAR Ambassador APAC.



# APPENDIX

## BACKGROUND AND METHODOLOGY OF RESEARCH

This 'Freedom of Attraction' study was a multi-stage research conducted between August 2016 - September 2017 by idstats Research and Consultancy, specialising in behavioural research.

The research was undertaken in Brazil, India and the Philippines and included the following phases:

- Secondary research
- Expert immersions
- Qualitative consumer interviews
- Quantitative consumer surveys

### **Secondary research:**

Desk research was conducted to gain a foundational understanding of the key challenges faced by youths in managing relationships. The focus was to collate an understanding of the political, social and economic context of the three target markets. Referencing academic papers, news articles, primary data collection reports and films, key issues of focus for each market were determined.

### **Expert immersions:**

The objective of this phase was to gain a deep, holistic understanding of the individual, familial and societal barriers to attraction faced by the youth in the target markets, and to understand the consequences of these barriers on their physical and mental well-being. Towards this end, experts were shortlisted based on their experience in working with youths. These included representatives from the fields of academia, media, NGOs and the corporate sector. A total of 29 experts were interviewed; 10 in Brazil, 8 in the Philippines and 11 in India.

Based on the findings of this module, three key barriers (unconventional types of relationships) were identified for each market. These barriers were subsequently identified as the primary area of focus for the subsequent stages of research. These areas of focus were LGBT, inter-religion and socio-economic class in Brazil, LGBT, inter-religion and socio-economic class in the Philippines and inter-religion, inter-caste and dowry in India.

### **Qualitative consumer interviews:**

The qualitative consumer interview phase sought to deconstruct 'freedom of attraction' amongst youths, and to understand the motivations to break barriers (or not) in relationships when this freedom was compromised. Towards this end, youth couples who had personally experienced and overcome a barrier of attraction in their relationships; youths who had personally experienced but succumbed to a barrier of attraction in their relationships; and parents with children who had personally experienced a barrier of attraction in their relationship(s); participated in the interviews. As a part of these, respondents participated in a three-day mobile ethnography followed by dyad or in-depth interviews.

### **Quantitative consumer surveys:**

This quantitative phase sought to validate the findings of the preceding qualitative modules (experts' and consumers') and sought to craft a 'Freedom of Attraction' index.

To achieve the objective, computer-aided personal interviews were conducted using a mix of online and face-to-face data collection. Face-to-face data collection was done at a central location, while online data collection was done using panel samples. A total of 3569 respondents were interviewed across India, Brazil and the Philippines. To ensure representation across age, income, gender and region, the data was weighted. After weighting, a total sample size of 3,000 respondents was represented in the report across the markets i.e. (n=1000 in each market). The overall margin of error for the study at a 95% confidence level was 2% at an overall level, i.e. sample size of 3,000.

For the online phase, idstats partnered with Toluna – one of the world's leading online panel providers. For the offline phase, the team worked with PSRC, Philippines' leading research agency, and Market Xcel, one of the largest fieldwork agencies in India. To maintain quality, the idstats team adhered to stringent data collection protocol and personally supervised the face-to-face fieldwork across all central locations. Prior to the launch of the study, three rounds of pilots were undertaken to test the instrument and to assess the quality of data being collected.

Caveat: Most surveys report a margin of error that represents some, but not all, potential survey errors. The idstats report includes a model-based margin of error of approximately 2% (i.e. 2% at an overall level for a sample of 3569 at 95% level of confidence), which rests on a specific set of statistical assumptions about the selected sample, rather than the standard methodology for random probability sampling. If these assumptions are wrong, the model-based margin of error may also be inaccurate.

#free  
to love

closeup®