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India takes top spot with 88% urban Indians claiming of being judged as parents; 8 in 10 global parents echo similar views of being judged

35% urban Indian parents claimed their child was judged for his/ her looks (highest globally)

8 in 10 global citizens and urban Indians claim judging other parents

New Delhi, March 25, 2021: According to a new global survey by Ipsos in 28 markets and 23,004 adults, 88% of urban Indians polled claim of being judged as parents. Globally too, at least 8 in 10 (82%) global citizens believe they are under the scanner and judged on parenting.

Interestingly, majority of urban Indians polled (79%) confess to judging other parents. Global citizens too are in the same boat with at least 81% claiming of judging other parents.

“Behavior of children good or bad is often linked to parenting. Parents are under scrutiny and so are the children. Some of the judgement maybe verbal and even non-verbal. It is often seen that parents are more worried about the universal external reaction of how their child is perceived as opposed to just letting their child be. Societal norms, conduct weigh them down,” says Amit Adarkar, CEO, Ipsos India.

What are parents judged for?

Some of the top areas where global parents felt judged included: **how the child is behaving (46%), how they manage their child (39%), things their child can do/ cannot do (31%), being too strict (24%), how the child looks (21%), spoiling the child (20%), being too lenient (20%),** among others. **35% of urban Indians claimed their child was judged on his/ her looks** and this was the highest globally across the 28 markets.

What did urban Indians judge other parents for?

Global citizens claimed to judge other parents on some the key aspects of: **how they manage their child’s behavior (59%), the way their child behaves (57%), how they speak to their child (38%), using bad language (38%), being too lenient & not strict enough (36%), spoiling their child (31%), time spent with child (26%), use of tech/ screen time (25%), parents’ use of tech/ screentime (23%), the things their child can do/ can’t do (20%).**



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“Being judged often leads to dual behavior, one for the outside world and one which only the immediate family is privy to. Because what works for one, may not work for the other and it maybe frowned upon,” added Adarkar.

Technical details

These are the results of a 28-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 23,004 adults aged 18-74 in Singapore, 18-74 in the United States, Canada, Malaysia, South Africa and Turkey, 21-74 in Singapore and 16-74 in 22 other markets between 23 December 2020 and 8 January 2021.

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain and the U.S., and 500 individuals in each of Argentina, Chile, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden and the U.S. can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, Chile, mainland China, India, Israel, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more “connected” segment of their population.

The data is weighted so that each country’s sample composition best reflects the demographic profile of the adult population according to the most recent census data.

Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website. The publication of these findings abides by local rules and regulations.

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