

PERCEPTIONS OF BEING JUDGED AS A PARENT

March 2021

GAME CHANGERS



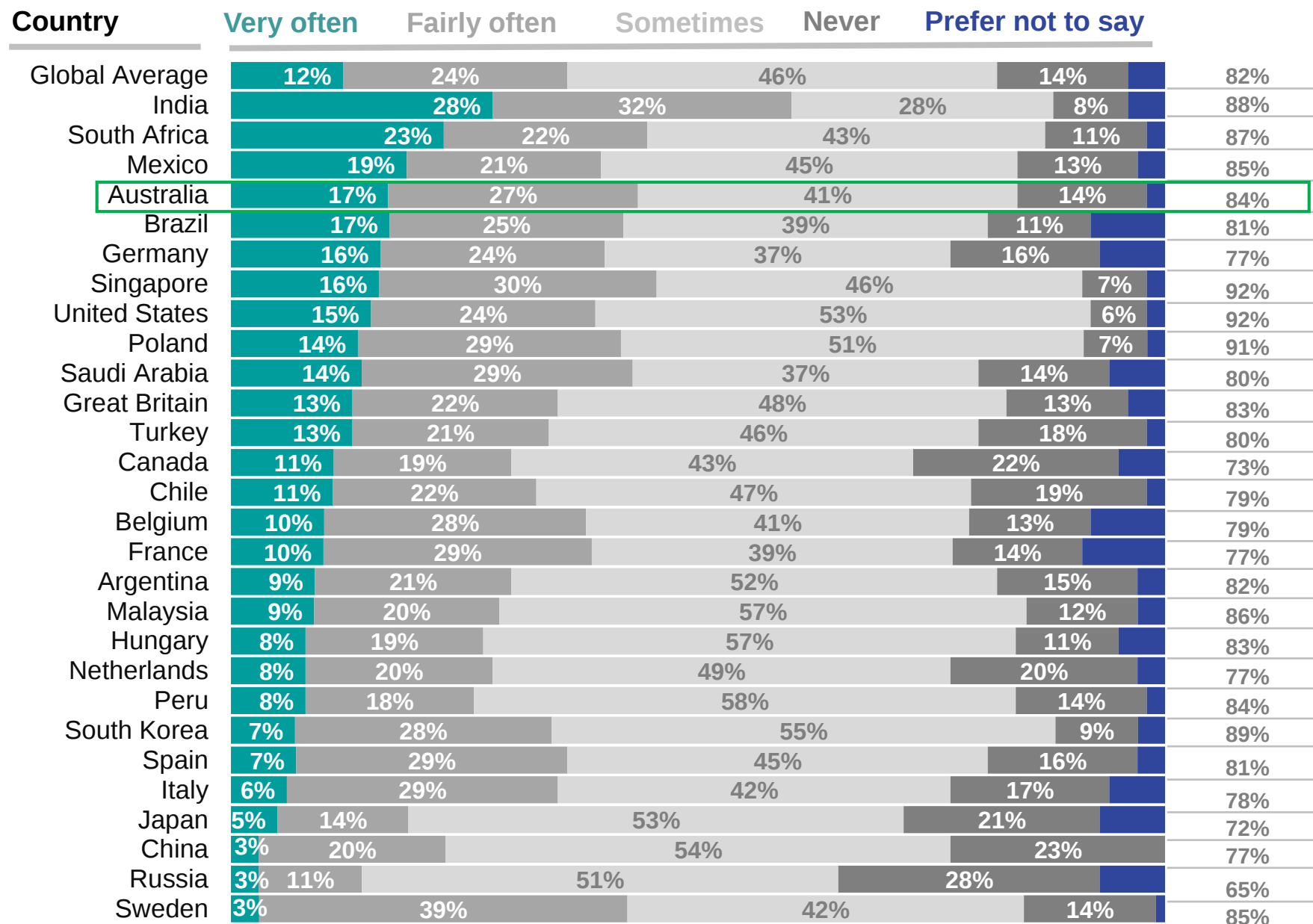
Q.

Q1. As a parent, how often, if at all, do you feel judged by others?

Feeling judged has the potential to impact parents' mental health, which evidence has shown to impair children's development.

A high proportion of parents across 28 countries feel judged.

Base: All parents (7,273)



Q2. When you are feeling judged as a parent, what do you think people are judging you for?

Child's behaviour is the top reason for feeling judged, but also how parent's are being perceived to be managing their child's behaviour (being too strict/how they speak to their child).

Base: All parents who feel judged (5,953)

Global averages

Top mentions

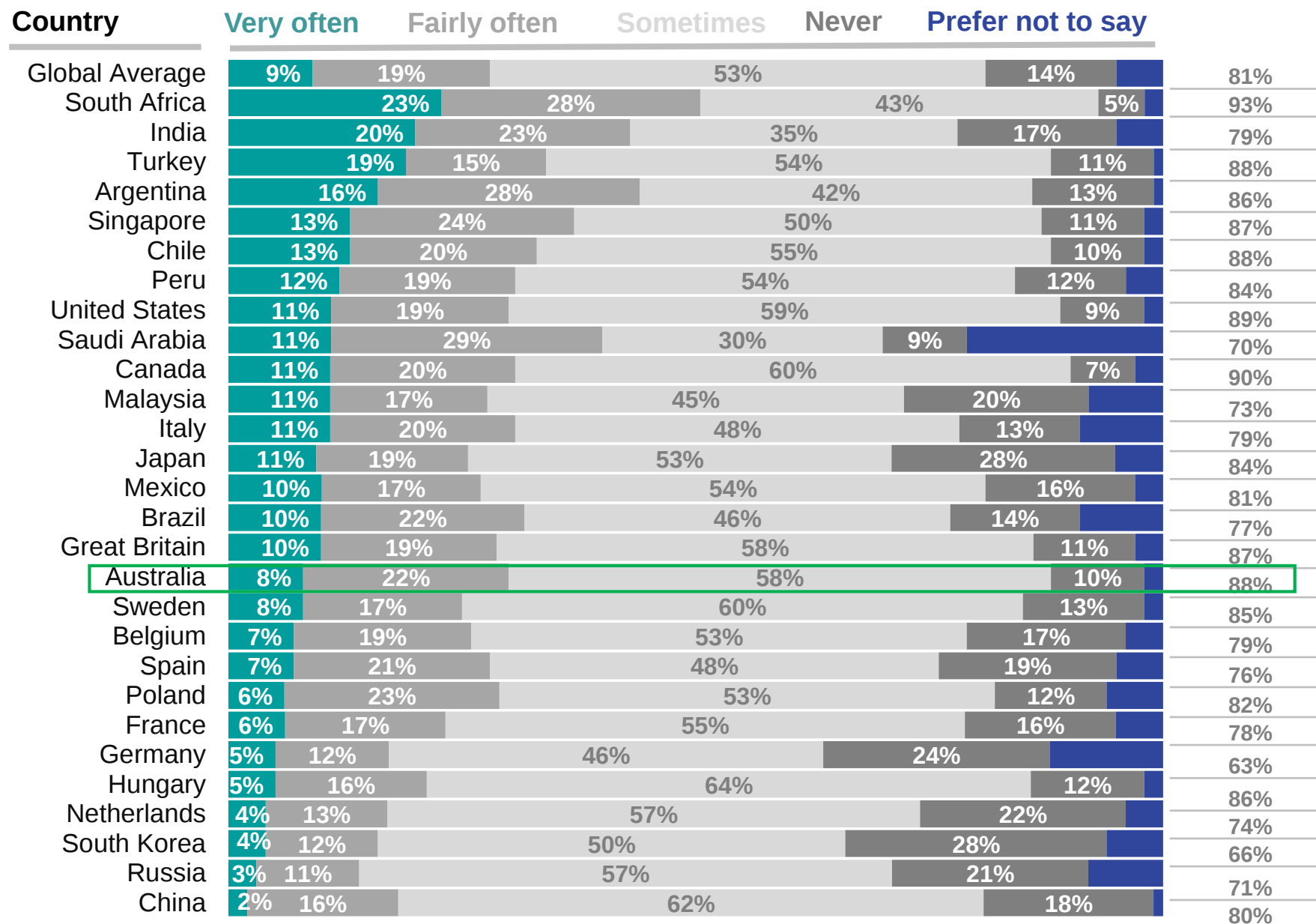
% lowest % highest

The way my child/children behave	46%	Italy (30%)	Japan (68%)
How I manage my child's/children's behaviour	39%	Spain (25%)	United States (58%)
The things my child/children can/can't do	31%	Japan (17%)	Chile (44%)
Being too strict	24%	Japan (5%)	South Africa (38%)
How I speak to my child/children	24%	Japan (8%)	Germany (38%)
How my child/children look	21%	Italy (9%)	India (35%)
Spoiling my child/children	20%	Russia (6%)	South Korea (41%)
Being too lenient	20%	Japan (6%)	Mexico (28%)
My child's screen-time/use of technology	19%	Japan (6%)	United States (29%)
The amount of time I spend with my child/children	17%	Japan (5%)	Malaysia (29%)

Q3. How often, if at all, have you judged parents?

The judgement parents perceive is real and not imagined. A similarly high proportion of non-parents say they judge parents.

Base: All non-parents (15,731)



Q4. What are you judging parents for?

How parents are managing their child's behaviour is the top reason for judging parents.

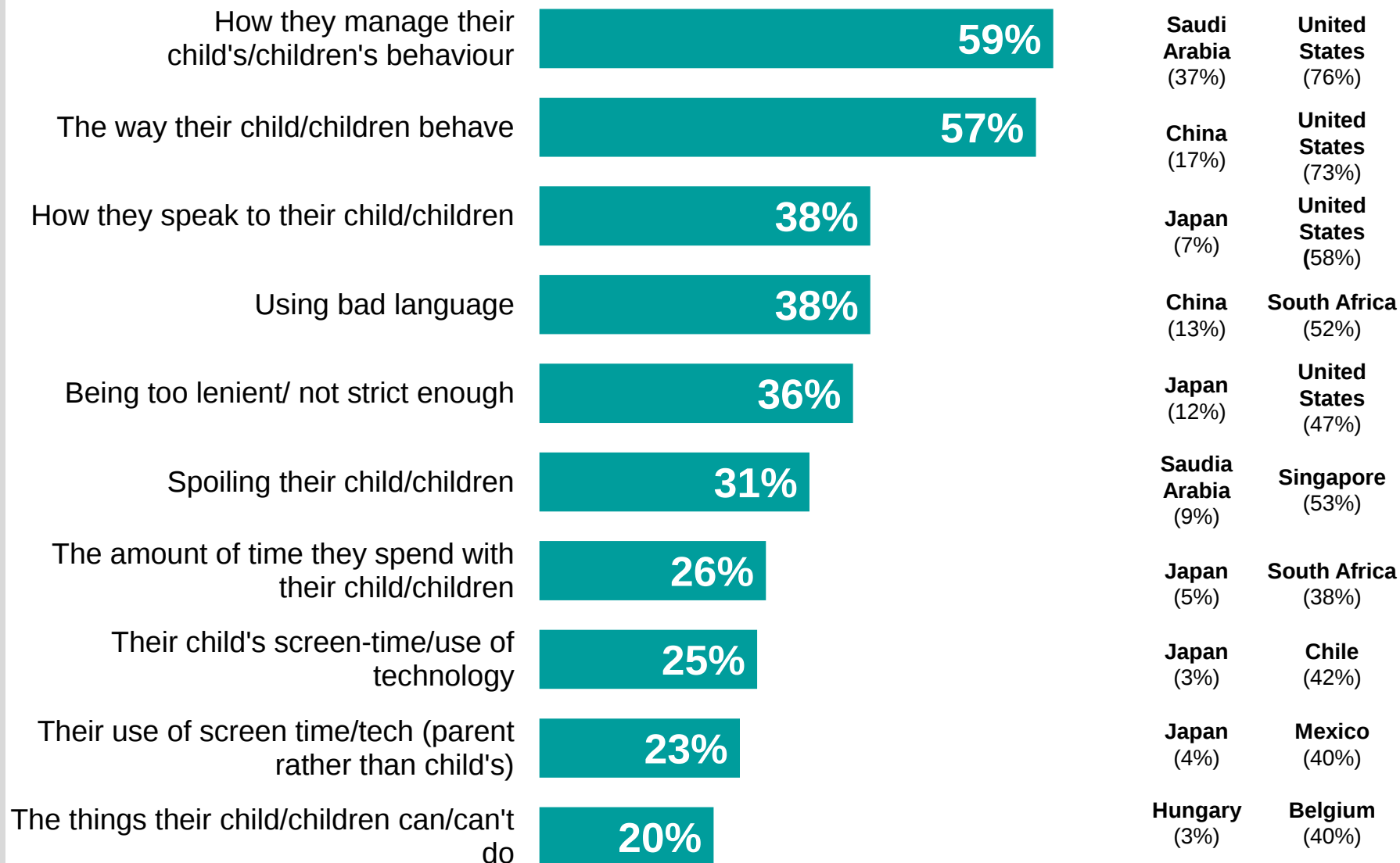
Base: Non-parents who judge parents (12,805)

Global averages

Top mentions

% lowest

% highest



Technical note

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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Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg
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So that our clients can act faster, smarter and bolder.

Ultimately, success comes down to a simple truth:

You act better when you are sure.

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