

GLOBAL PERCEPTIONS OF BEING JUDGED AS A PARENT

U.S. Version

March 2021

GAME CHANGERS



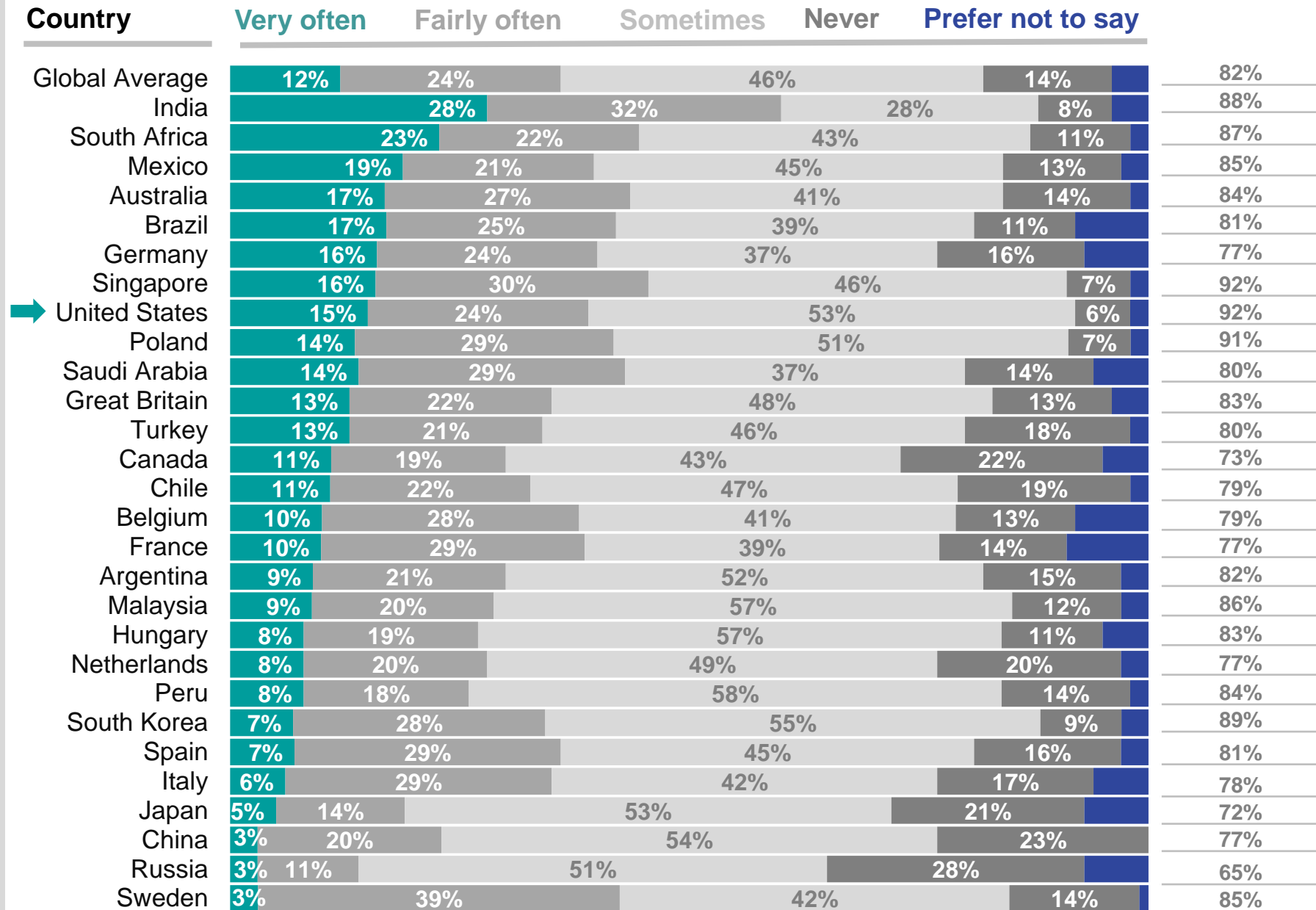
Q1. As a parent, how often, if at all, do you feel judged by others?

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

Most parents in every one of the 28 countries surveyed feel judged at least sometimes, with the U.S. showing the highest proportion (92%) in a tie with Singapore.

Four out of ten American parents (39%) feel that they are judged often, slightly.

Base: All parents (7,273)



Q.

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

Child's behavior is the top reason for feeling judged, followed by how parents are being perceived to be managing their child's behavior (being too strict/how they speak to their child).

American parents feel that they are most judged for how they are perceived to be managing their child's behavior (58%).

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

Global averages

The way my child/children behave

How I manage my child's/children's behavior

The things my child/children can/can't do

Being too strict

How I speak to my child/children

How my child/children look

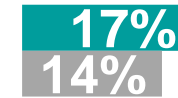
Spoiling my child/children

Being too lenient

My child's screen-time/use of technology

The amount of time I spend with my child/children

Global vs. U.S.



% lowest % highest

Italy (30%) Japan (68%)

Spain (25%) United States (58%)

Japan (17%) Chile (44%)

Japan (5%) South Africa (38%)

Japan (8%) Germany (38%)

Italy (9%) India (35%)

Russia (6%) South Korea (41%)

Japan (6%) Mexico (28%)

Japan (6%) United States (29%)

Japan (5%) Malaysia (29%)

Global U.S.



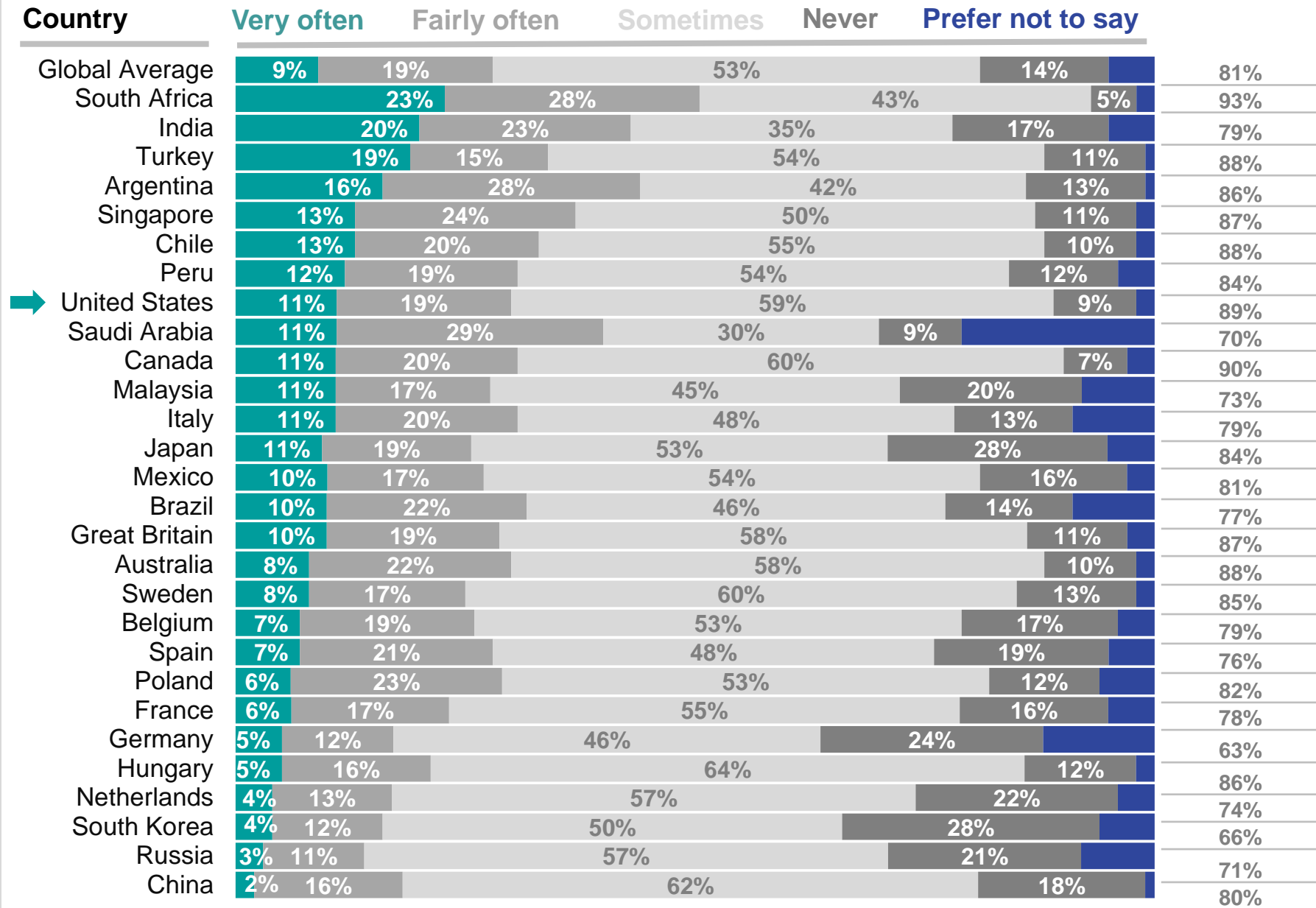
Q.

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.

Nine out of ten Americans that are non-parents say that they have judged parents, with 30% saying that they do so often.

Base: All non-parents (15,731)



Q4. What are you judging parents for?

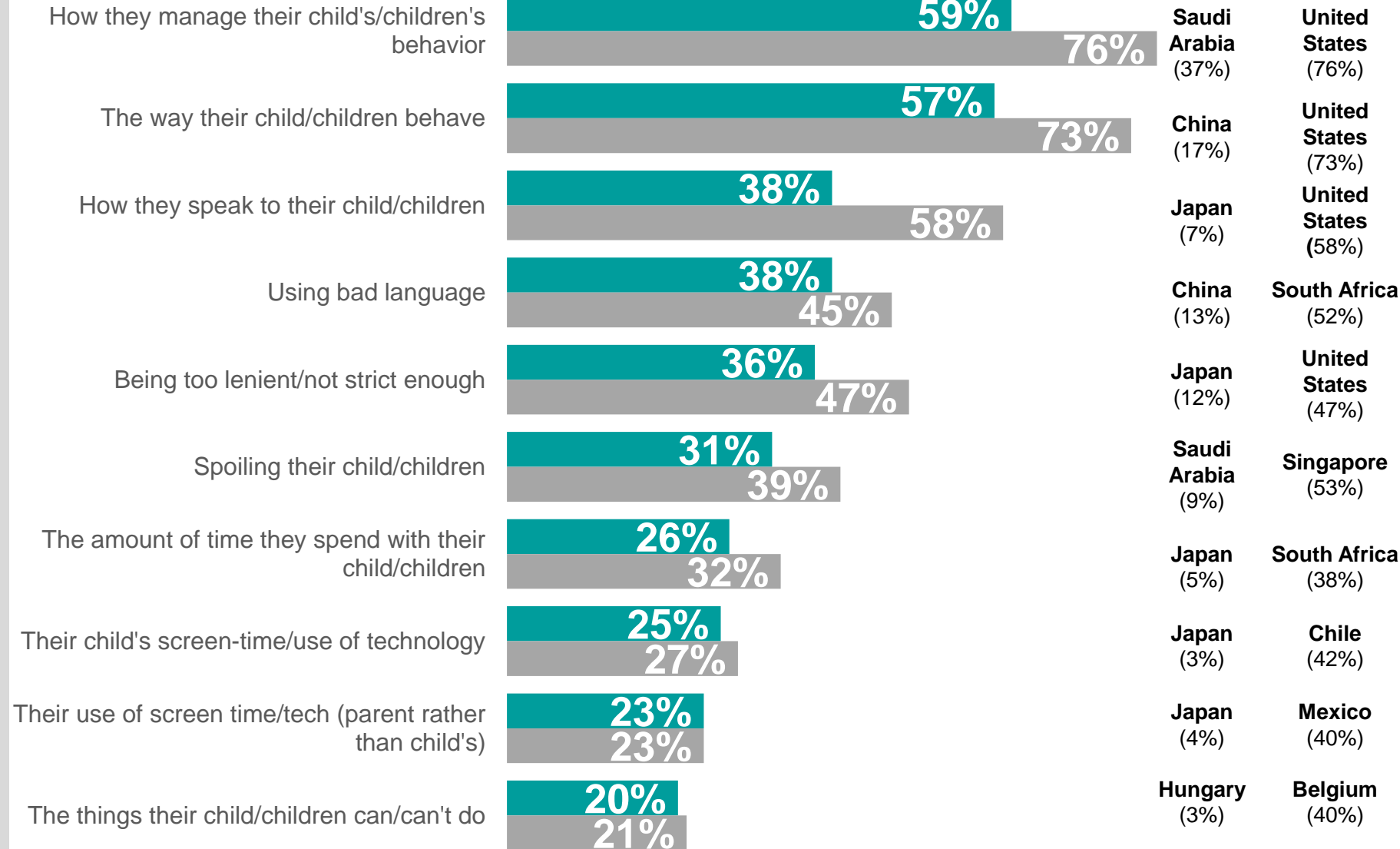
How parents are managing their child's behavior is the top reason for judging parents.

Americans have the highest rates of judging parents for managing their child's behavior (76%), the way the child behaves (73%), how they speak to their child (58%), and being too lenient (47%).

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

Global averages

Top mentions



■ Global ■ U.S.

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 **December 23, 2020 and January 8, 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.

The “Global Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.

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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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).

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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.

FOR MORE INFORMATION

Chris Jackson

Senior Vice President, U.S.
Public Affairs
chris.jackson@ipsos.com

Mallory Newall

Director, U.S.
Public Affairs
mallory.newall@ipsos.com

Nicolas Boyon

Senior Vice President, U.S.
Public Affairs
nicolas.boyon@ipsos.com

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