PERCEPTIONS OF BEING JUDGED AS A PARENT

March 2021

https://www.ipsos.com/en/eight-10-parents-0-17-year-olds-feel-judged-behaviour-their-children

GAME CHANGERS Ipsos

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)

Country	Very often	Fairly often	Sometimes	Never	Prefer not to say	
Global Average	12%	24%	4	6%	14%	82%
India		28%	32%		28% 8%	88%
South Africa		23% 22%		43%	11%	87%
Mexico	19	21%		45%	13%	85%
Australia	17%	27%		41%	14%	84%
Brazil	17%	<mark>6</mark> 25%		39%	11%	81%
Germany	16%	24%	3	7%	16%	77%
Singapore	16%	30%		46%	7%	92%
United States	15%	24%		53%	6%	92%
Poland	14%	29%		51%	7%	91%
Saudi Arabia	14%	29%		37%	14%	80%
Great Britain	13%	22%	4	8%	13%	83%
Turkey	13%	21%	46	%	18%	80%
Canada	11%	19%	43%		22%	73%
Chile	11%	22%	47%	, D	19%	79%
Belgium	10%	28%	4	1%	13%	79%
France	10%	29%		%	14%	77%
Argentina	9%	21%	52%		15%	82%
Malaysia	9%	20%	57		12%	86%
Hungary		19%	57%)	11%	83%
Netherlands	8%	20%	49%		20%	77%
Peru		18%	58%		14%	84%
South Korea	7%	28%		55%	9%	89%
Spain	7%	29%		5%	16%	81%
Italy	6%	29%	42%	0	17%	78%
Japan	<mark>5%</mark> 14%		53%		21%	72%
China	<mark>3%</mark> 20%	D	54%		23%	77%
Russia	<mark>3%</mark> 11%		51%		28%	65%
Sweden	<mark>3%</mark>	39%		42%	14%	85%



Q.

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%	ltaly (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)

Country	Very often	Fairly often	Sometimes	Never	Prefer not to say	
Global Average	9%	19%	53%		14%	81%
South Africa		23% 28%	/o	43	% 5%	93%
India	20)% 23%	3	5%	17%	79%
Turkey	19	<mark>%</mark> 15%	5	4%	11%	88%
Argentina	16%	28%		42%	13%	86%
Singapore	13%	24%	Į	50%	11%	87%
Chile	13%	20%	5	5%	10%	88%
Peru	12%	19%	54%)	12%	84%
United States	11%	19%	59	%	9%	89%
Saudi Arabia	11%	29%	30%		9%	70%
Canada	11%	20%		0%	7%	90%
Malaysia	11%	17%	45%		20%	73%
Italy	11%	20%	48%		13%	79%
Japan		9%	53%		28%	84%
Mexico		17%	54%		16%	81%
Brazil	10%	22%	46%		14%	77%
Great Britain	10%	19%	58%		11%	87%
Australia	8%	22%	589	%	10%	88%
Sweden		7%	60%		13%	85%
Belgium		9%	53%		17%	79%
Spain		21%	48%		19%	76%
Poland		23%	53%		12%	82%
France	6% 179		55%		16%	78%
Germany	<mark>5%</mark> 12%		46%		24%	63%
Hungary	<mark>5%</mark> 16%		64%		12%	86%
Netherlands	4% 13%		57%	_	22%	74%
South Korea	4% 12%		50%		28%	66%
Russia	3% 11%		57%		21%	71%
China	<mark>2</mark> % 16%		62%		18%	80%



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Q4. What are you judging parents for?

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

Top mentions Global averages % lowest % highest How they manage their United Saudi **59%** Arabia States child's/children's behaviour (37%) (76%) **57%** United The way their child/children behave China States (17%) (73%) United 38% How they speak to their child/children Japan States (7%) (58%) 38% Using bad language China South Africa (13%) (52%) United 36% Japan Being too lenient/ not strict enough States (12%) (47%) Saudia 31% Singapore Spoiling their child/children Arabia (53%) (9%) The amount of time they spend with 26% Japan South Africa their child/children (5%) (38%) Their child's screen-time/use of Chile 25% Japan technology (42%) (3%) Their use of screen time/tech (parent Japan Mexico 23% (40%) (4%) rather than child's) Belgium Hungary The things their child/children can/can't 20% (3%) (40%) do



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

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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