

Sélection du Reader's Digest TEENS GRADING PARENTS

*Virtually All Moms Get An Overall Good Grade, One In Three
Dads Need Some Tutoring Sessions*

Moms Beat Dads In All Areas Hands Down



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Need Some Tutoring Sessions*

Moms Beat Dads In All Areas Hands Down

Toronto, ON – Any student knows how it feels to bring a report card home from school to show their parents. Well Sélection du Reader's Digest figured it was time to turn the tables. Participating in an online Reader's Digest/Ipsos-Reid survey, teenagers living in Quebec gave mom and/or dad a report card on how good of a job *they're* doing as parents. Teens and their parents can then use the report card to discuss the "grades" and any issues that they find.

Nine in ten (89%) teens living in Quebec give their Mom an overall good grade, with half (49%) giving her an 'A.' On the other hand, just two in three (64%) give dad an overall good grade, with one-quarter (27%) giving him an 'A.'

The teens were asked to grade their Mom's and Dad's performance in a number of different areas. Moms get the most 'A's for simply being someone they like (76% give an 'A'), providing a home that is happy and safe (75% give an 'A'), and making an effort for birthdays (74% give an 'A'). Dads get the most 'A's for working hard (59% give an 'A'). Like Moms, Dads also excel in simply being someone they like (54% give an 'A') and providing a home that is happy and safe (53% give an 'A'), but not to the same extent. In fact, Moms beat Dads in all areas except driving, where the results are actually quite close (43% Dad vs. 41% Mom).

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Moms need to shape up most in giving good advice without lecturing or preaching (17% give an 'A'), talking things through without losing their temper (20% give an 'A'), and not pressuring or guilt tripping them (24% give an 'A'). Dads also need to shape up in giving good advice without lecturing or preaching (9% give an 'A') and talking things through without losing their temper (10% give an 'A'), but above all they need the most help with fashion (7% give an 'A').

Six in ten Moms get good grades in Sex Ed. (62% score 'A' and 'B') compared to one-quarter of Dads (24%). One in ten (11%) Moms haven't explained sex to their teens at all compared to one-quarter (24%) of Dads.

Six in ten (61%) teenagers living in Quebec consider Mom to be cool compared to one in three (34%) teenagers who think Dad's cool. Less than one in ten consider Mom and Dad "uncool" (6% and 8% respectively).

One in five (18%) teens living in Quebec consider Mom to be too strict, compared to one in four (25%) who think Dad's too strict. One in ten don't think Mom and Dad are strict enough (14% and 10% respectively). Most teens think Mom and Dad are just strict enough (67% and 48% respectively)!

No one thing stands out for things Quebec teens will do differently when they become parents. However top mentions are less strict (19% future moms, 18% future dads) and show more interest (11% future moms, 12% future dads). Three in ten (30%) future moms and one in four (26%) future dads say they will do nothing differently insinuating they're parents are good the way they are.

These are the findings of an Ipsos-Reid poll conducted for Sélection du Reader's Digest between January 16th and January 21st, 2004. The online survey is based on a randomly selected sample of 500



teenagers living in Quebec; 100 from each age between 14 and 18 with a 50/50 gender split. With a sample of this size, the results are considered accurate to within ± 4.4 percentage points, 19 times out of 20, of what they would have been had the entire population of Quebec residents between the ages of 14 and 18 been polled. The margin of error will be larger within sub-groupings of the survey population.

Virtually All Mom's Receive An Overall Good Grade Compared To Two In Three Dads

Nine in ten (89%) teens living in Quebec give their Mom an overall good grade, with half (49%) giving her an 'A.' On the other hand, just two in three (64%) give dad an overall good grade, with one-quarter (27%) giving him an 'A.'

	Overall Grade	
	%of Respondents	
	Mom	Dad
'A': Excellent, a really good parent	49	27
'B': usually pretty good	40	37
'C': Satisfactory	8	10
'D': Could do better	1	6
'F': Fail	0	3
DK	2	17
Base	500	500

Question: "How would you grade your [mom/dad] overall?"

- 15 year olds are *less* likely than others to give Dad an 'A' or 'B' overall (56% vs. 66%).



In All Cases But One (Driving), Moms Beat Dads Hands Down

Moms get the most 'A's for simply being someone they like (76% give an 'A'), providing a home that is happy and safe (75%), and making an effort for birthdays (74%). Dads get the most 'A's for working hard (59%). Like Moms, Dads also excel in simply being someone they like (54%) and providing a home that is happy and safe (56%), but not to the same extent. In fact, Moms beat Dads in all areas except driving, where the results are actually quite close (43% Dad vs. 41% Mom).

Moms need to shape up most in giving good advice without lecturing or preaching (17%), talking things through without losing their temper (20%), and not pressuring or guilt tripping them (24%). Dads also need to shape up in giving good advice without lecturing or preaching (9%) and talking things through without losing their temper (10%), but above all they need the most help with fashion (7%).



Areas of Excellence

	% of Respondents who give an 'A'	
	Mom	Dad
Is someone I like	76	54
Provides a home where I feel happy and safe	75	56
Makes an effort for my birthday	74	44
Is an honest person	71	51
Is a hard worker	68	59
Sticks up for me	67	44
Is proud of me	63	46
Shows me affection	60	30
Overall, is interested in what's going on in my life	58	32
Is a good cook	58	24
Gives good advice about drugs	57	40
Encourages me	57	36
Makes my friends feel welcome	57	34
Knows my best friends' names	55	21
Accepts me as I am	55	38
Encourages me to think for myself	55	38
Teaches me values to live by	53	35
Respects my privacy	48	40
Trusts me	46	32
Sets reasonable curfews for me	44	32
Keeps his/her word	42	31
Has values I admire and respect	42	29
Is a good driver	41	43



	% of Respondents who give an 'A'	
	Mom	Dad
Listens to me	39	20
Allows me to be independent	39	32
Accepts that I have my own taste in music	39	29
Includes me in conversations about things that affect our family	37	24
Shows me how to cope with problems	34	23
Has a good sense of humour	33	32
Helps me with my homework when I need it	32	16
Has a clue about fashion	29	7
Understands me	28	14
Gives me a reasonable amount of pocket money	25	21
Doesn't pressure or guilt-trip me	24	17
Can talk things through without losing his/her temper	20	10
Gives good advice without lecturing or preaching	17	9
<i>Base</i>	<i>500</i>	<i>500</i>

Question: "When you read each statement on the following pages, try to think about the past year (not just the past week) and give your mom and/or your dad a grade of A, B, C, D or F for each statement."

14 year olds are more likely than older teenagers to give an 'A' or 'B' to:

- Their mother for helping them with their homework (72% vs. 61%);
- Their mother for encouraging them (93% vs. 84%);
- Their mother for showing them how to cope with problems (82% vs. 72%);
- Their mother for being an honest person (98% vs. 91%);



- Their mother for teaching them values to live by (93% vs. 84%);
- Their father for giving good advice about drugs (68% vs. 55%); and
- Their mother (93% vs. 86%) and their father (66% vs. 54%) for being interested in what's going on in their life.

16 year olds are more likely than other teenagers to give an 'A' or 'B' to:

- Their mother for being a good cook (90% vs. 79%).

17 year olds are more likely than other teenagers to give an 'A' or 'B' to:

- Their mother for being a proud of them (89% vs. 80%);
- Their father for knowing their best friends' names (52% vs. 39%);
- Their father for setting reasonable curfews (65% vs. 56%); and
- Their father for having values they admire and respect (69% vs. 58%).

18 year olds are more likely than other teenagers to give an 'A' or 'B' to:

- Their mother for allowing them to be independent (84% vs. 73%).

Girls are more likely than boys to give an 'A' or a 'B' to:

- Their father for being proud of them (70% vs. 61%);
- Their father for giving them a reasonable amount of pocket money (44% vs. 32%);



- Their father for having values they admire and respect (65% vs. 56%); and
- Their mother (89% vs. 82%) and their father (68% vs. 57%) for teaching them values to live by.

Neither Mom Or Dad Excels In Sex Ed., But Mom Certainly Does Better

Six in ten Moms get good grades in Sex Ed. (62% score 'A' and 'B') compared to one-quarter of Dads (24%). One in ten (11%) Moms haven't explained sex to their teens at all compared to one-quarter (24%) of Dads.

Performance in Sex Ed.

	% of Respondents	
	Mom	Dad
'A': Excellent	26	8
'B': Pretty good	36	16
'C': Satisfactory	18	20
'D': Could have done better	6	10
'F': Hopeless	0	4
N/A She/he has not explained sex to me at all	11	24
DK	2	17
<i>Base</i>	<i>500</i>	<i>500</i>

Question: "How did you find your [mom's/dad's] attempts to explain sex to you? (check one grade below)."

- Girls are more likely than boys to give their mother an 'A' or a 'B' for her attempts at Sex Ed (67% vs. 58%), while boys are more likely not to have gotten the talk at all (15% vs. 8%).



- Girls are more likely than boys not to have gotten the talk at all from Dad (28% vs. 20%).

Moms Cooler Than Dads, But Dads Aren't Any More "Uncool"

Six in ten (61%) teenagers living in Quebec consider Mom to be cool compared to one in three (34%) teenagers who think Dad's cool. Less than one in ten consider Mom and Dad "uncool" (6% and 8% respectively).

Level of Coolness

	% of Respondents	
	Mom	Dad
Cool	61	34
In Between	32	40
Uncool	6	8
DK	2	17
Base	500	500

Question: "How cool is your [mom/dad] on a scale of one to ten? ('1' meaning she's very uncool, '10' meaning she's the most cool mom I know.) (check one number below)"



Most Think Parents Are Strict Enough, Although Slightly More Dads Considered Too Strict

One in five (18%) teens living in Quebec consider Mom to be too strict, compared to one in four (25%) who think Dad's too strict. One in ten don't think Mom and Dad are strict enough (14% and 10% respectively). Most teens think Mom and Dad are strict enough (67% and 48% respectively).

Level of Strictness

	% of Respondents	
	Mom	Dad
Too strict	18	25
In Between	67	48
Not strict enough	14	10
DK	2	17
Base	500	500

Question: "How strict is your [mom/dad] on a scale of one to ten? ('1' meaning she's not strict enough, '10' meaning she's way too strict) (check one number below)"

Many Won't Do Anything Different When They Become Parents

No one thing stands out for things Quebec teens will do differently when they become parents. However top mentions are less strict (19% future moms, 18% future dads) and show more interest (11% future moms, 12% future dads). Three in ten (30%) future moms and one in four (26%) future dads say they will do nothing differently insinuating they're parents are good the way they are.



What They'll Do Differently When They Become Parents

	% of Respondents	
	Future Moms	Future Dads
Less strict	19	18
Show more interest in their lives	11	12
Spend more time with them	5	6
Control my temper	2	3
More understanding	6	4
More money	3	4
More strict	4	6
More privacy	2	2
Be more financially sound	1	0
No divorce	2	1
Show more affection	2	0
Be cool	1	0
Less chores	2	0
Don't want/ won't have kids	2	0
Nothing (including positive mentions about parents)	30	26
Other	9	10
DK	15	18
<i>Base</i>	<i>500</i>	<i>500</i>

Question: "Finally, if you become a parent yourself one day, what will you do differently than your mom and/or dad?"



Ipsos Reid

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