

American Views of Parenting Characteristics

Survey of 1,054 American Adults



Methodology

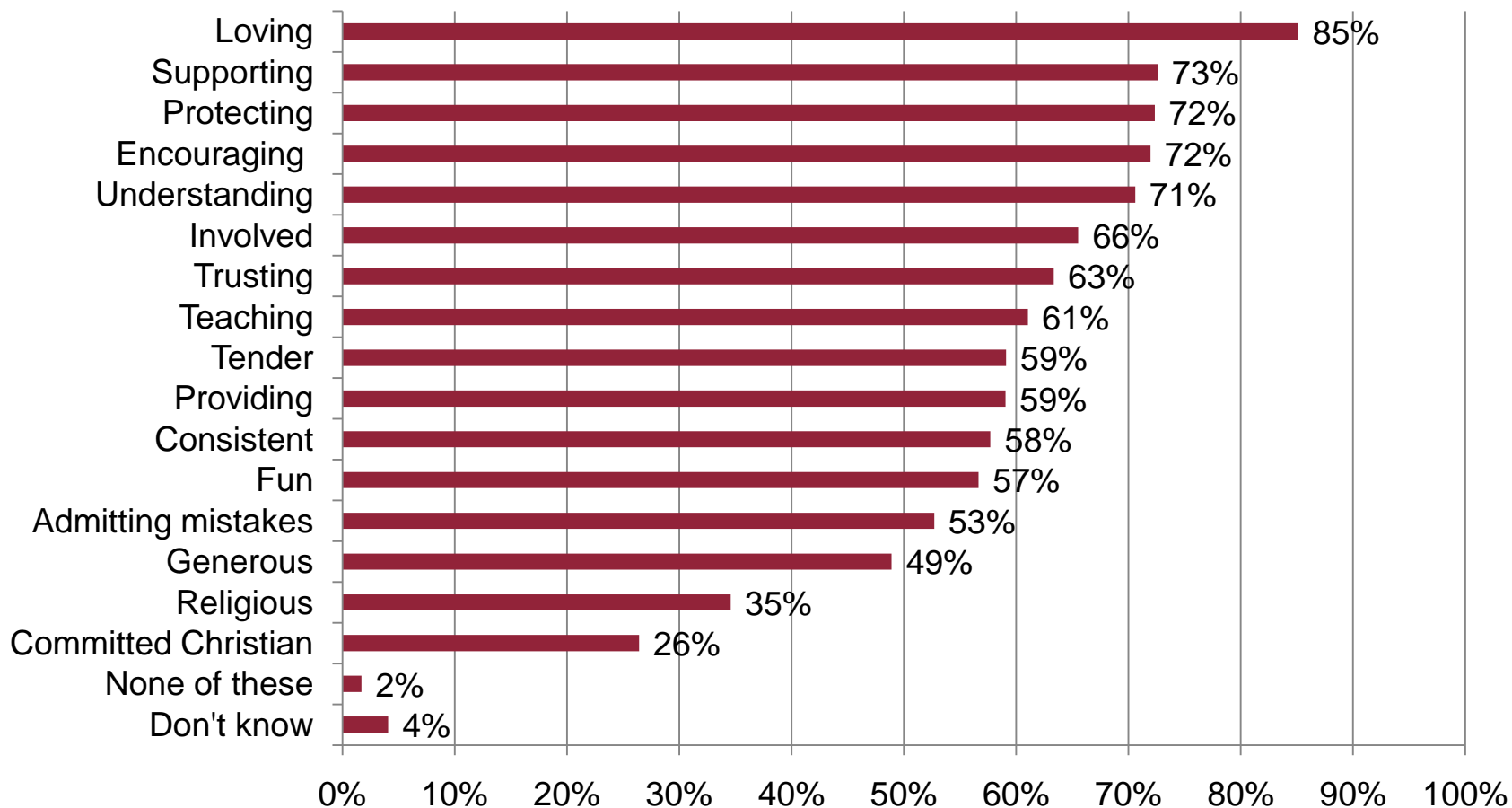
- ❑ The online survey of adult Americans was conducted March 25, 2013
- ❑ A sample of an online panel representing the adult population of the US was invited to participate
- ❑ Responses were weighted by region, age, ethnicity, gender and income to more accurately reflect the population

Methodology Continued

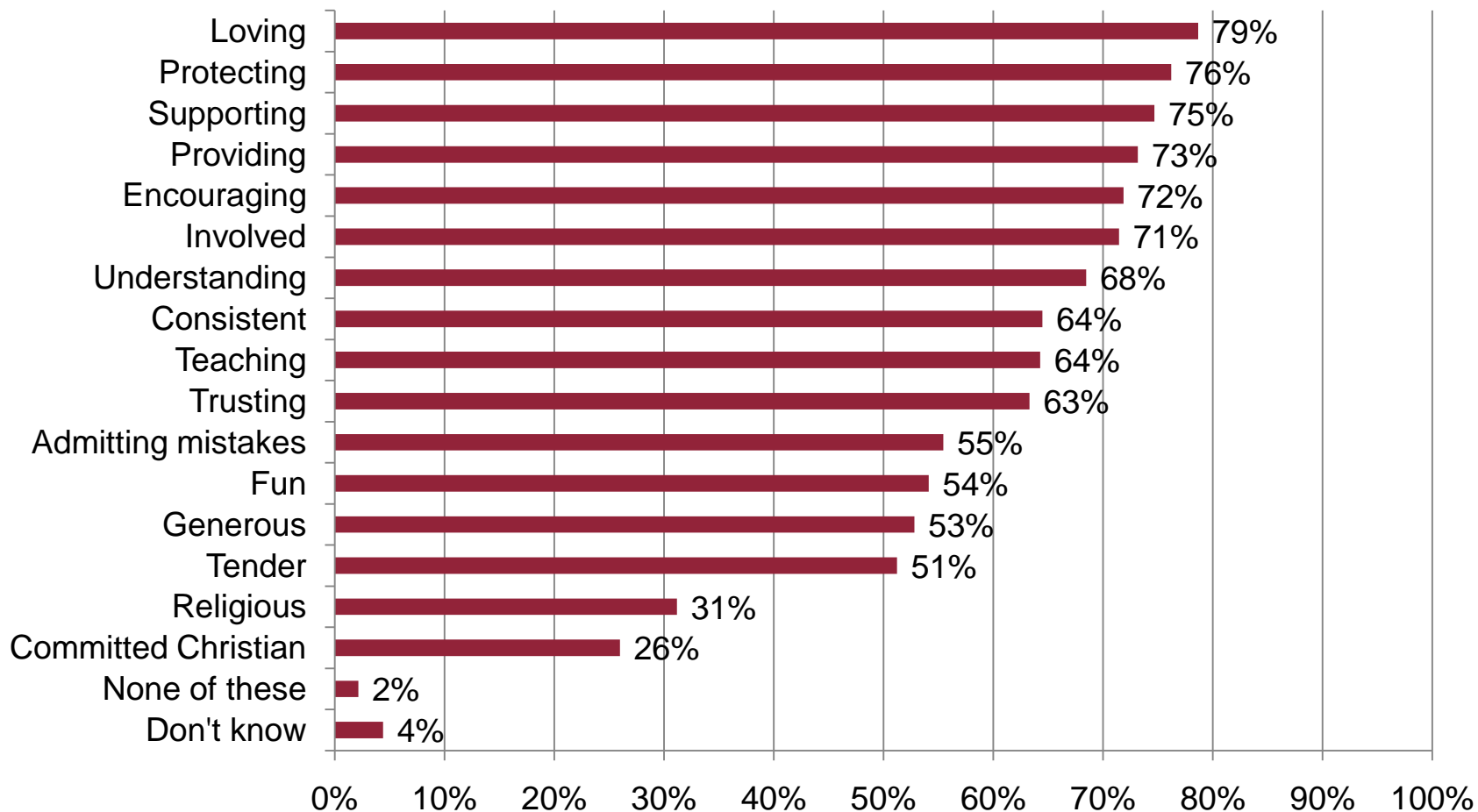
- The completed sample is 1,054 online surveys
- The sample provides 95% confidence that the sampling error from this panel does not exceed $\pm 3.1\%$
- Margins of error are higher in sub-groups

Survey Responses

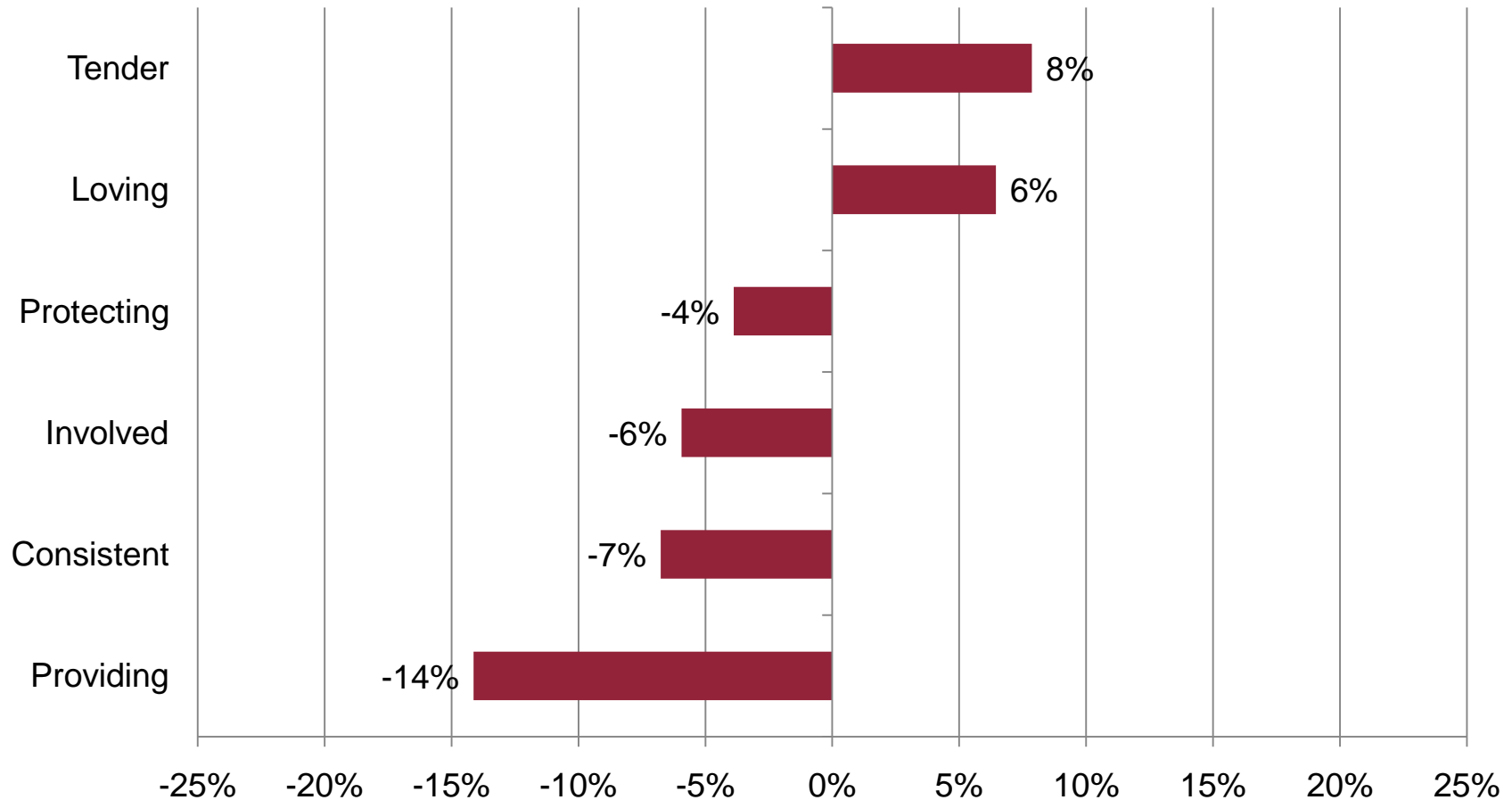
Loving is the number one characteristic for mothers.



Loving is the number one characteristic for fathers.



Mothers are expected to be Tender and Loving while fathers should be Providing, Consistent, Involved, and Protecting



Difference = Pct Mother – Pct Father

Q: "Which of the following characteristics would you consider mandatory to be a good mother?"

Q: "Which of the following characteristics would you consider mandatory to be a good father?"

The average number of characteristics is the same for both mothers and fathers but there are different expectations in subgroups

Parent	Subgroup	Average Number of Characteristics
Mother	Overall	9.6
Father	Overall	9.8

Women expect both mothers and fathers to have more characteristics.

Parent	Subgroup	Average Number of Characteristics
Mother	Women	11.0
Mother	Men	8.1
Father	Women	10.9
Father	Men	8.7

The average number of characteristics is the same for both mothers and fathers but there are different expectations in subgroups

Younger Americans expect parents to have less characteristics.

Parent	Subgroup	Average Number of Characteristics
Mother	18-29	8.5
Mother	30-44	9.2
Mother	45-54	11.2
Mother	55-64	9.3
Mother	65+	10.1
Father	18-29	8.6
Father	30-44	9.3
Father	45-54	11.1
Father	55-64	10.2
Father	65+	10.4

Significant Differences

Region

Age

Gender

Education Level

Born-again, evangelical, or fundamentalist Christian

Significant Statistical Differences

- Comparisons were made to determine if there are any significant statistical differences among region of the country, age, and gender. Each category was divided into four groups.

Region	Age	Gender
Northeast	18-29	Male
Midwest	30-44	Female
South	45-54	
West	55-64	
	65+	

Notes:

Region is defined by US Census locations

Significant Statistical Differences

- Comparisons were made to determine if there are any significant statistical differences among education levels and whether they consider themselves a born-again, evangelical, or fundamentalist Christian.

Education Level	Born-again, evangelical, or fundamentalist Christian
No College Degree	Yes
College Degree	No, Don't Know

“Which of the following characteristics would you consider mandatory to be a good mother?”

- Differences across regions of the country
 - Those in the West (74%) are more likely to select Involved than those in the Northeast (58%) and South (63%)
 - Those in the South (68%) are less likely to select Encouraging than those in the Midwest (76%) and West (77%)
 - Those in the South (41%) are more likely to select Religious than those in the Northeast (29%) and West (28%)
 - Those in the South (53%) are less likely to select Providing than those in the Midwest (64%) and West (65%)
 - Those in the South (68%) are less likely to select Supporting than those in the Midwest (79%) and West (78%)
 - Those in the West (76%) are more likely to select Understanding than those in the Northeast (66%) and South (68%)
 - Those in the South (30%) and Midwest (32%) are more likely to select Committed Christian than those in the Northeast (19%) and West (21%)
 - Those in the West (66%) and Midwest (67%) are more likely to select Teaching than those in the Northeast (57%) and South (56%)
 - Those in the South (50%) are less likely to select Fun than those in the Midwest (60%) and West (67%)

“Which of the following characteristics would you consider mandatory to be a good mother?” continued

- Differences by age groups
 - Americans age 45-54 (92%) are more likely to select Loving than those age 18-29 (83%), 30-44 (81%), and 55-64 (84%)
 - Americans age 45-54 (80%) are the most likely to select Involved
 - Americans age 18-29 (63%) are less likely to select Protecting than those age 30-44 (72%), 45-54 (83%), and 55-64 (76%)
 - Americans age 45-54 (86%) and 65+ (79%) are more likely to select Encouraging than those age 18-29 (65%), 30-44 (66%), and 55-64 (68%)
 - Americans age 45-54 (64%) are the most likely to select Admitting mistakes
 - Americans age 18-29 (62%) are less likely to select Supporting than those age 45-54 (85%), 55-64 (74%), and 65+ (82%)
 - Americans age 18-29 (43%) are the least likely to select Consistent
 - Americans age 45-54 (81%) and 65+ (82%) are more likely to select Understanding than those age 18-29 (62%), 30-44 (64%), and 55-64 (70%)

“Which of the following characteristics would you consider mandatory to be a good mother?” continued

- Differences by age groups (*continued*)
 - Americans age 45-54 (70%) and 65+ (69%) are more likely to select Tender than those age 18-29 (49%), 30-44 (56%), and 55-64 (57%)
 - Americans age 18-29 (11%) are the least likely to select Committed Christian
 - American age 18-29 (48%) are the least likely to select Teaching

“Which of the following characteristics would you consider mandatory to be a good mother?” continued

- Women are more likely than men to select each attribute
 - Loving (92% to 79%)
 - Involved (75% to 56%)
 - Protecting (79% to 65%)
 - Encouraging (83% to 61%)
 - Admitting mistakes (63% to 42%)
 - Religious (38% to 31%)
 - Providing (69% to 49%)
 - Supporting (83% to 62%)
 - Consistent (71% to 45%)
 - Understanding (79% to 62%)
 - Trusting (73% to 54%)
 - Generous (59% to 39%)
 - Tender (69% to 49%)
 - Committed Christian (32% to 21%)
 - Teaching (72% to 50%)
 - Fun (68% to 45%)

“Which of the following characteristics would you consider mandatory to be a good mother?” continued

- Those with a college degree compared to those without one are
 - Less likely to select Religious (28% to 38%)
 - Less likely to select Providing (55% to 64%)
 - Less likely to select Supporting (70% to 78%)
 - Less likely to select Trusting (60% to 67%)
 - Less likely to select Committed Christian (20% to 31%)
 - Less likely to select Fun (51% to 62%)
- Self-identified born-again, evangelical, fundamental Christians are
 - Less likely to select Involved (60% to 68%)
 - More likely to select Religious (56% to 26%)
 - Less likely to select Providing (53% to 61%)
 - Less likely to select Supporting (68% to 75%)
 - Less likely to select Generous (44% to 51%)
 - More likely to select Committed Christian (51% to 17%)

“Which of the following characteristics would you consider mandatory to be a good father?”

- Differences across regions of the country
 - Those in the West (77%) are more likely to select Involved than those in the Northeast (68%) and South (69%)
 - Those in the West (78%) are more likely to select Encouraging than those in the Northeast (67%) and South (70%)
 - Those in the South (37%) are more likely to select Religious than those in the Northeast (28%) and West (24%)
 - Those in the South (68%) are the least likely to select Supporting
 - Those in the South (65%) are less likely to select Understanding than those in the Midwest (73%) and West (73%)
 - Those in the Midwest (69%) are more likely to select Trusting than those in the South (60%)
 - Those in the South (32%) and Midwest (29%) are more likely to select Committed Christian than those in the Northeast (17%) and West (21%)
 - Those in the West (71%) are more likely to select Teaching than those in the Northeast (59%) and South (63%)
 - Those in the West (62%) are more likely to select Fun than those in the Northeast (52%) and South (50%)

“Which of the following characteristics would you consider mandatory to be a good father?” continued

- Differences by age groups
 - Americans age 18-29 (72%) and 30-44 (75%) are less likely to select Loving than those age 45-54 (85%) and 55-64 (86%)
 - Americans age 18-29 (59%) and 30-44 (67%) are less likely to select Involved than those age 45-54 (82%), 55-64 (77%), and 65+ (79%)
 - Americans age 55-64 (88%) are more likely to select Protecting than those age 18-29 (69%), 30-44 (71%), and 65+ (77%)
 - Americans age 45-54 (81%) and 65+ (82%) are more likely to select Encouraging than those age 18-29 (68%), 30-44 (65%), and 55-64 (67%)
 - Americans age 45-54 (69%) are the most likely to select Admitting mistakes
 - Americans age 18-29 (20%) and 30-44 (25%) are less likely to select Religious than those age 45-54 (38%), 55-64 (43%), and 65+ (37%)
 - Americans age 18-29 (60%) are the least likely to select Providing
 - Americans age 18-29 (64%) and 30-44 (71%) are less likely to select Supporting than those age 45-54 (83%), 55-64 (80%), and 65+ (81%)

“Which of the following characteristics would you consider mandatory to be a good father?” continued

- Differences by age groups (*continued*)
 - Americans age 18-29 (56%) and 30-44 (59%) are less likely to select Consistent than those age 45-54 (72%), 55-64 (69%), and 65+ (71%)
 - Americans age 18-29 (63%) and 30-44 (65%) are less likely to select Understanding than those age 45-54 (75%) and 65+ (75%)
 - Americans age 18-29 (11%) are the least likely to select Committed Christian
 - Americans age 18-29 (57%) and 30-44 (59%) are less likely to select Teaching than those age 45-54 (74%) and 55-64 (71%)
 - Americans age 45-54 (63%) are more likely to select Fun than those age 18-29 (53%), 55-64 (50%), and 65+ (47%)

“Which of the following characteristics would you consider mandatory to be a good father?” continued

- Women are more likely than men to select each attribute
 - Loving (84% to 73%)
 - Involved (79% to 64%)
 - Protecting (82% to 71%)
 - Encouraging (79% to 65%)
 - Admitting mistakes (65% to 46%)
 - Religious (35% to 28%)
 - Providing (80% to 67%)
 - Supporting (84% to 66%)
 - Consistent (72% to 57%)
 - Understanding (77% to 60%)
 - Trusting (70% to 57%)
 - Generous (59% to 47%)
 - Tender (61% to 41%)
 - Committed Christian (29% to 23%)
 - Teaching (72% to 57%)
 - Fun (63% to 45%)

“Which of the following characteristics would you consider mandatory to be a good father?” continued

- Those with a college degree compared to those without one are
 - Less likely to select Loving (76% to 82%)
 - Less likely to select Admitting mistakes (51% to 58%)
 - Less likely to select Religious (26% to 35%)
 - Less likely to select Supporting (70% to 82%)
 - Less likely to select Trusting (60% to 68%)
 - Less likely to select Committed Christian (20% to 31%)
 - Less likely to select Fun (50% to 59%)
- Self-identified born-again, evangelical, fundamental Christians are
 - Less likely to select Involved (64% to 74%)
 - Less likely to select Protecting (71% to 78%)
 - More likely to select Religious (47% to 25%)
 - Less likely to select Supporting (70% to 76%)
 - Less likely to select Consistent (60% to 66%)
 - Less likely to select Understanding (64% to 70%)
 - More likely to select Committed Christian (51% to 16%)
 - Less likely to select Fun (48% to 57%)

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