



Insights: How Kids & Parents Get Along





- Fielded 10/9 – 12/9/2015
- Kids analysis sample 8-14 year olds:
 - 8-11 year olds, n=5117 (precision = +/- 1.4 percentage points)
 - 12-14 year olds, n=3273 (precision = +/- 1.7 percentage points)
- Parents analysis sample (parents of 8-14 year olds):
 - parents of 8-11 y.o., n=453 (precision = +/- 4.6 percentage points)
 - parents of 12-14 y.o., n=455 (precision = +/- 4.6 percentage points)
- General analysis plan:
 - Compare across age segments within kid sample
 - Compare across parent age-of-child segments within parent sample
 - Compare kid age segment to corresponding parent segment
- Enabled insights into:
 - Age-related differences in relationship perceptions & interactions
 - Differential parent perceptions in relationships with older vs. younger kids
 - Concordance/discordance in the way kids in each age segment and parents of kids in each segment perceive relationships



US Results

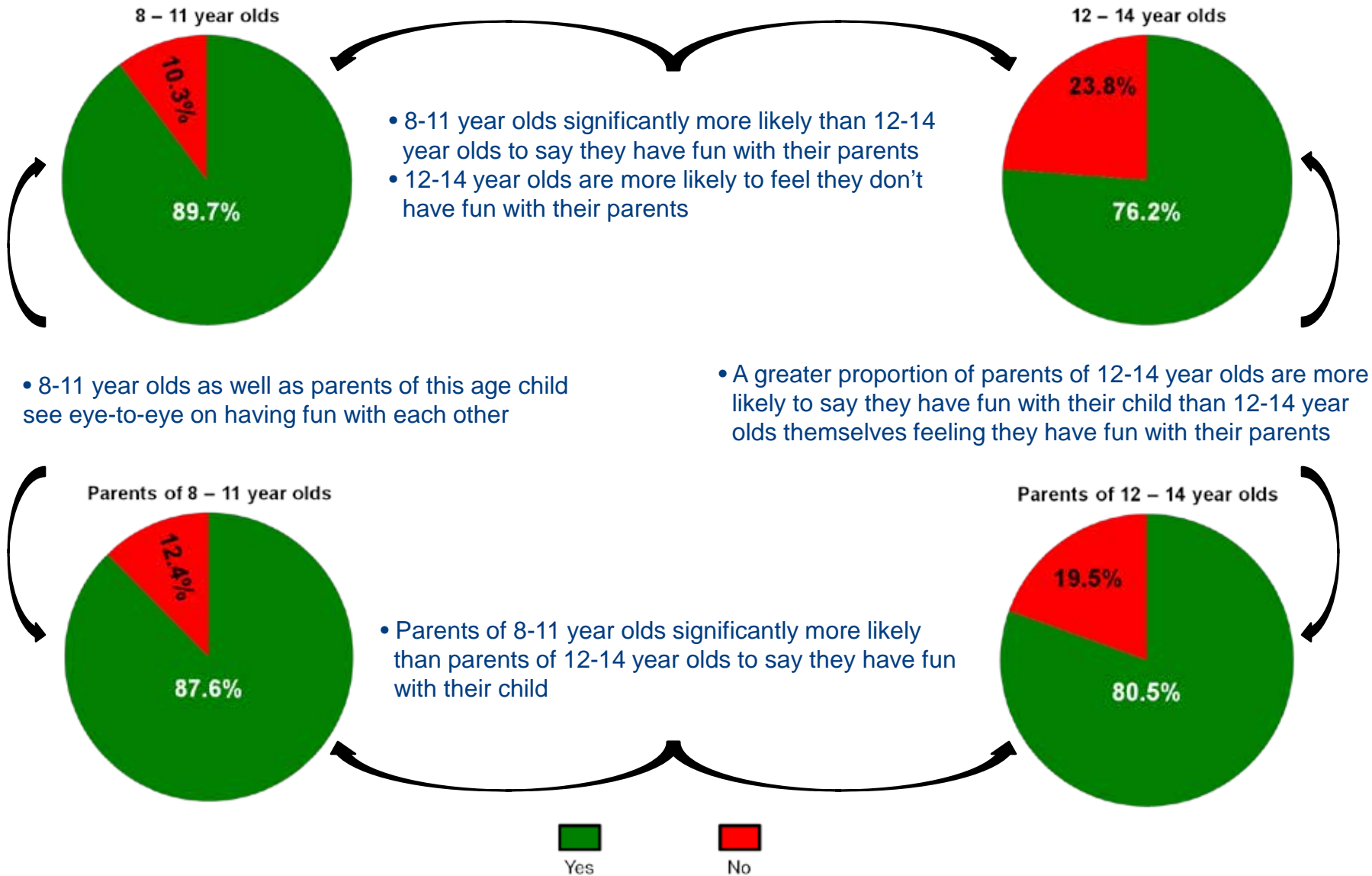
Having Fun Together

8-11 year olds are more likely to say they have fun with their parents than 12-14 year olds do

This pattern is reflected in parent respondents as well, so that the parents of 8-11 year olds are more likely to say they have fun with their child than parents of 12-14 year olds

And while 8-11 year olds as well as parents of this age child see eye-to-eye on having fun together, more parents of 12-14 year olds feel they have fun with their child than the 12-14 year olds themselves

Do you have fun with < your parents, your child >?





US Results

Being Like Your Parents

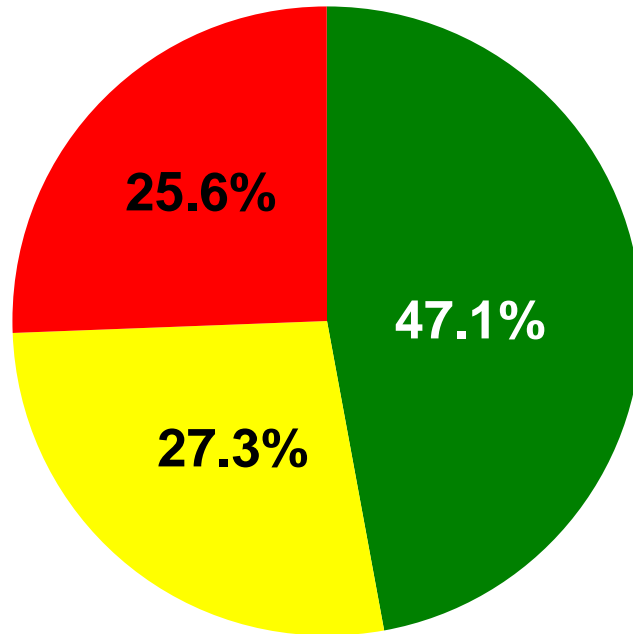
8-11 year olds are more likely than 12-14 year olds to say they want to be like their parents if they are parents some day

12-14 year olds are more likely to say they don't want to be like their parents

If you are a parent someday, do you want to be like your own parents?



8 – 11 year olds



Yes

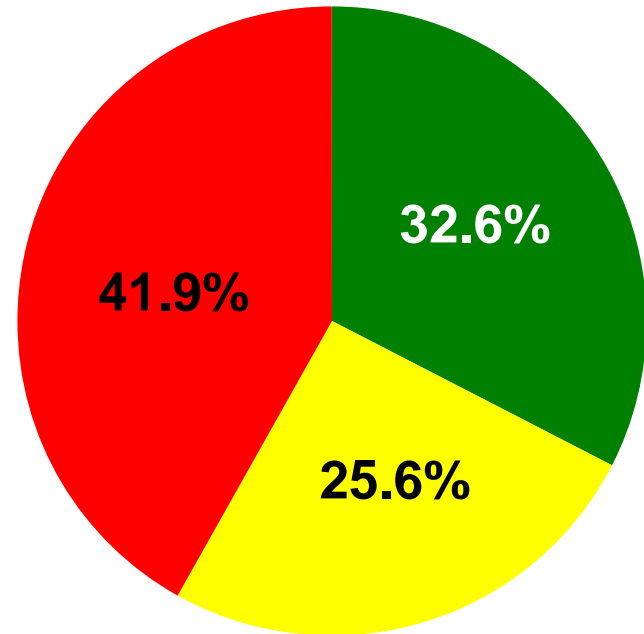


I'm not sure



No

12 – 14 year olds



- 8-11 year olds significantly more likely than 12-14 year olds to say they want to be like their parents if they are parents some day
- 12-14 year olds are more likely to say they don't want to be like their parents



US Results

Feeling Close to Each Other

8-11 year olds are more likely than 12-14 year olds to say they feel VERY close to their parents

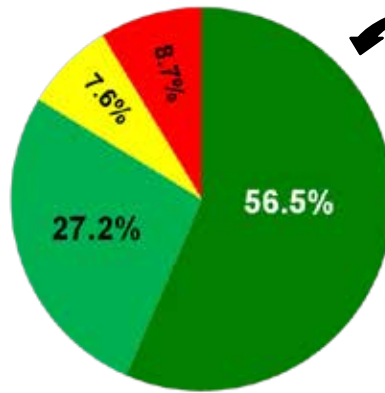
12-14 year olds are more uncertain and also more likely to feel they are not very close to their parents

These views are reflected in the parents of each age group

How close do you feel to your < parents, child >?

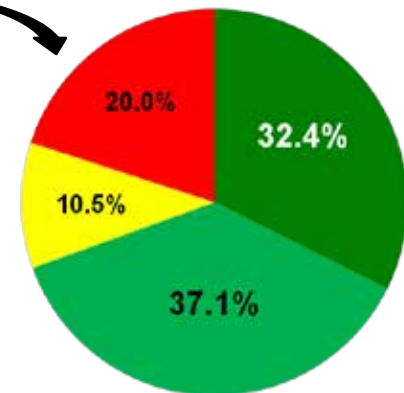


8 – 11 year olds



- 8-11 year olds significantly more likely than 12-14 year olds to say they feel VERY close to their parents, less likely to say simply “close”
- 12-14 year olds are more uncertain and also more likely to feel they are not very close to their parents
- Combining “very close” & “close”, the 8-11s still feel generally closer than the 12-14 year olds

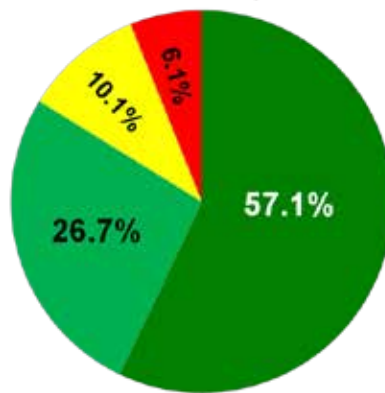
12 – 14 year olds



- 8-11 year olds as well as parents of this age child see eye-to-eye on how close they feel to each other

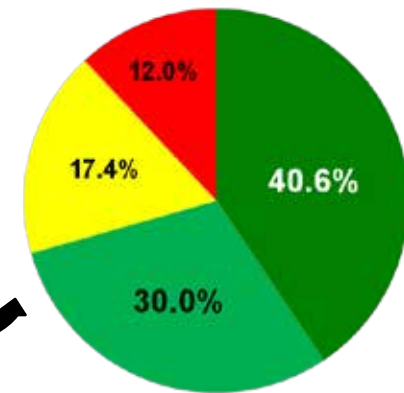
- Parents of 12-14 year olds more likely to say they feel very close to their child than 12-14 year olds themselves, the opposite pattern is true for simply feeling “close”
- Combining “very close” and “close” these differences dissolve

Parents of 8 – 11 year olds



- Parents of 8-11 year olds significantly more likely than parents of 12-14 year olds to say they feel very close to their child
- Parents of 12-14 year olds are more uncertain about how they feel as well as not feeling very close to their child
- Combining “very close” & “close”, parents of 8-11s still feel generally closer than for 12-14s

Parents of 12 – 14 year olds





US Results

Getting Along

8-11 year olds feel they get along better with their parents than 12-14 year olds (who are also less certain about where things stand)

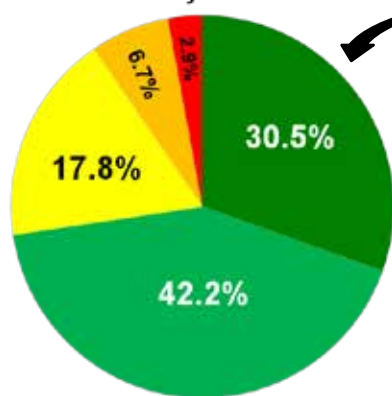
This pattern is reflected in parent respondents as well, so that the parents of 8-11 year olds feel they get along better with their child of that age than parents of 12-14 year olds do

There is also greater discordance with the 12-14 year olds and parents of that age child, with the parents more likely to say they get along well than the children believe. Parents of 8-11 year olds see things much as 8-11 year olds themselves do.

How well do you get along with < your parents, your child >?

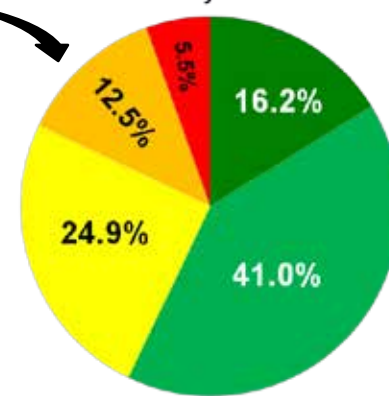


8 – 11 year olds



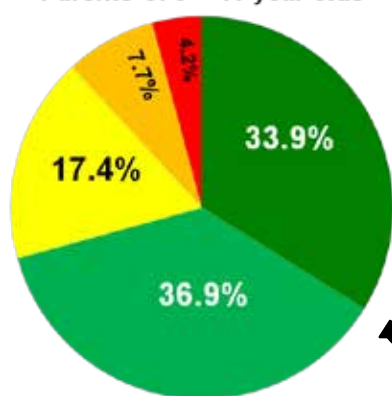
- 8-11 year olds and the parents of 8-11 year olds have concordant views on how well they get along with each other

12 – 14 year olds



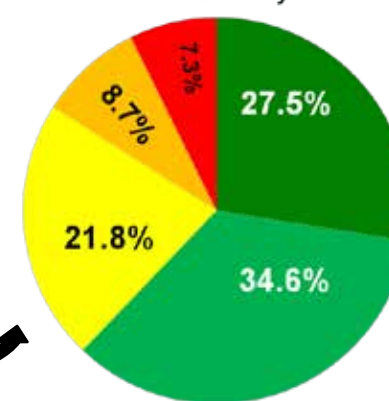
- A greater proportion of parents of 12-14 year olds are more likely to say they get along well with their child than 12-14 year olds themselves (62.2% vs 57.2%)

Parents of 8 – 11 year olds



- Parents of 8-11 year olds significantly more likely than parents of 12-14 year olds to say they get along very well with their child
- Parents of 12-14 year olds are more likely to feel they don't get along their child

Parents of 12 – 14 year olds



Very well

Pretty well

I'm not sure

Not so well

We don't get along



US Results

Frequency of Arguing

8-11 year olds say they argue less frequently with their parents than 12-14 year olds do

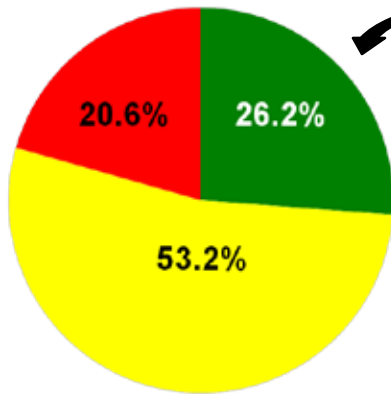
This pattern is reflected in the parents of each age group as well

However, the parents of each age group perceive arguing taking place more frequently than the children do

How often do you argue with < your parents, your child >?

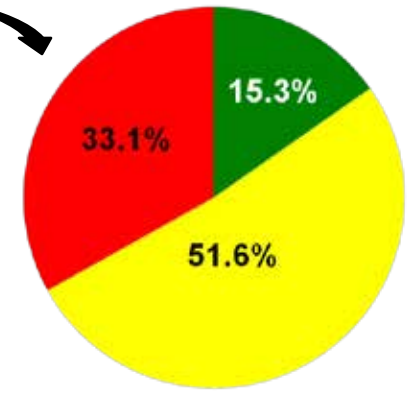


8 – 11 year olds



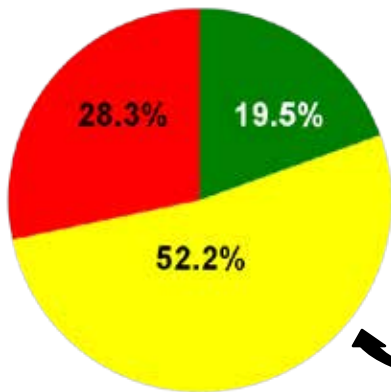
- 8-11 year olds significantly more likely than 12-14 year olds to say they almost never argue with their parents
- 12-14 year olds are more likely to say they often argue with their parents

12 – 14 year olds



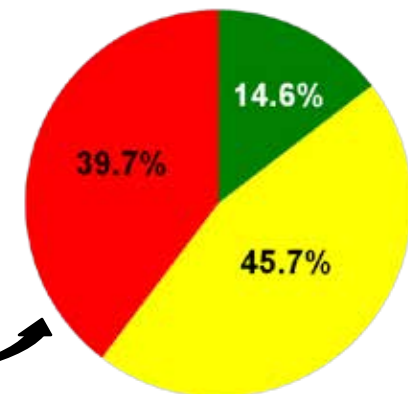
- Parents of 8-11 year olds are more likely to say they often argue with their child than 8-11 year olds feeling this way
- 8-11 year olds more likely to say they almost never argue with their parents than parents with this age child
- Parents of 12-14 year olds more likely to say they often argue with their child than 12-14 year olds feeling this way
- 12-14 year olds more likely to say they sometimes argue with their parents than parents with this age child

Parents of 8 – 11 year olds



- Parents of 12-14 year olds significantly more likely than parents of 8-11 year olds to say they argue often with their child

Parents of 12 – 14 year olds



 Almost never

 Sometimes

 Often



US Results

Disagreement Styles

8-11 year olds are more likely than 12-14 year olds to say they discuss things calmly when disagreeing with their parents, with the older kids more likely to say there is yelling

This pattern is reflected in the parent respondents for each age group as well

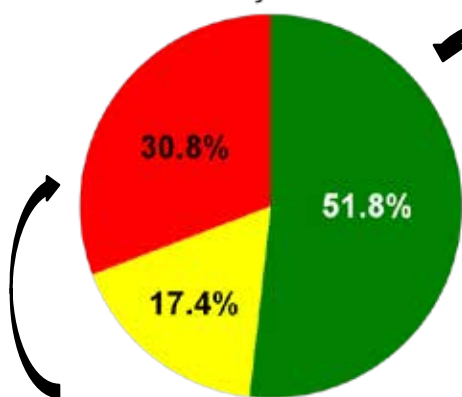
However, more parents of 8-11 year olds are more likely to say disagreement leads to yelling than 8-11 year olds themselves feeling this way

12-14 year olds are more likely to say they and their parents don't talk about things when there is a disagreement

When my < parents, child > and I disagree, we usually...

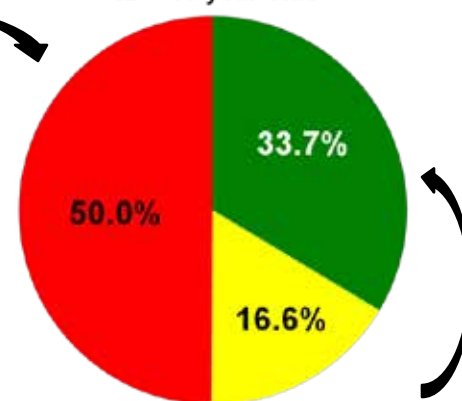


8 – 11 year olds



- 8-11 year olds significantly more likely than 12-14 year olds to say they discuss things calmly with their parents when they disagree
- 12-14 year olds are more likely to say they and their parents yell at each other when they disagree

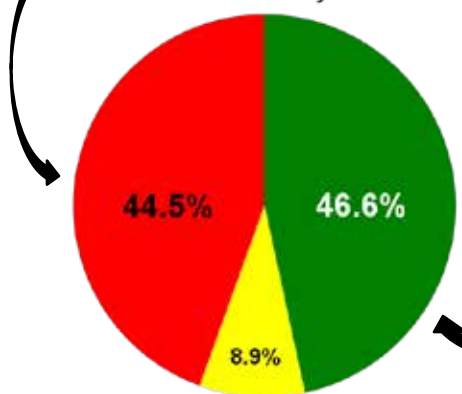
12 – 14 year olds



- Parents of 8-11 year olds more likely to say disagreement leads to yelling, but 8-11 year olds more likely to say they discuss calmly with parents or don't talk about things

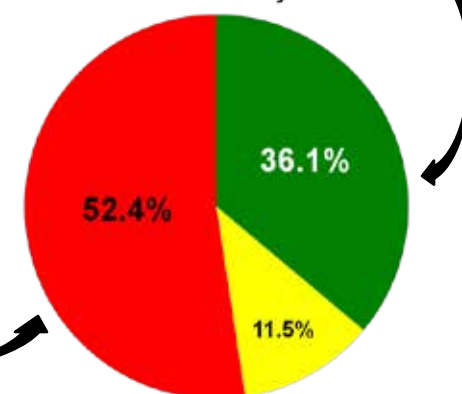
- 12-14 year olds more likely to say they and their parents don't talk about things when there is a disagreement
- Other than that, they pretty much see eye-to-eye on either discussing things calmly or yelling at each other

Parents of 8 – 11 year olds




- Parents of 8-11 year olds significantly more likely than parents of 12-14 year olds to say they have calm discussions with their child when they disagree
- Parents of 12-14 year olds are more likely to feel they yell at each other

Parents of 12 – 14 year olds



 Discuss it calmly

 Don't talk about it

 Yell at each other



US Results

Reconciliation Styles

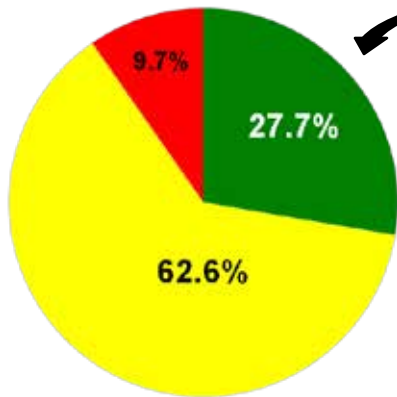
8-11 year olds are more likely than 12-14 year olds to say they make up quickly with their parents after an argument, with the 12-14 year olds more likely to say they stay angry with their parents for a long time after an argument

Parents of both age groups believe making up takes place more quickly than kids in each age group

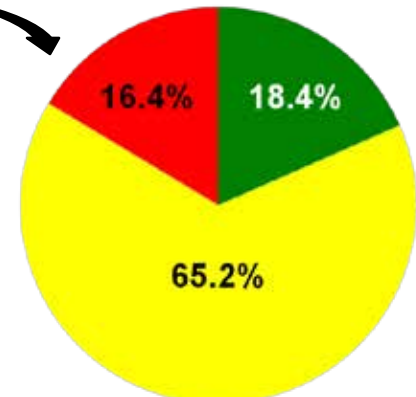
Which of these best describes you and your < parents, child > after an argument?



8 – 11 year olds



12 – 14 year olds

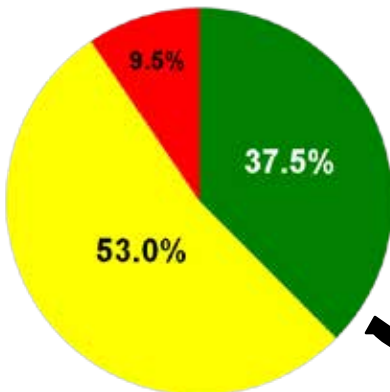


- 8-11 year olds significantly more likely than 12-14 year olds to say they make up quickly with their parents after an argument
- 12-14 year olds are more likely to say they stay angry with their parents for a long time after an argument

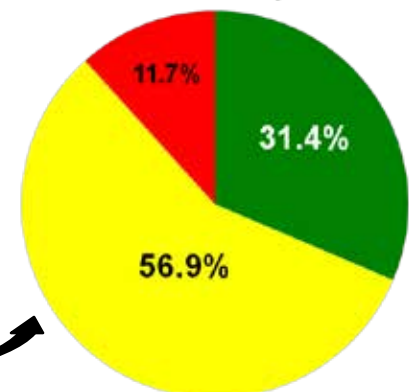
- Parents of 8-11 year olds more likely to say they make up quickly than 8-11 year olds themselves feeling this way
- 8-11 year olds themselves more likely to say it takes a little time for things to go back to normal

- Parents of 12-14 year olds more likely to say they make up quickly than 12-14 year olds themselves who are more likely to say it takes a little time for things to go back to normal or stay angry for a long time than parents of a child this age

Parents of 8 – 11 year olds



Parents of 12 – 14 year olds



- Parents of 8-11 year olds and 12-14 year olds have similar views on how things proceed after an argument



Make up quickly



Take a little time, then go back to normal



Stay angry for a long time



US Results

Lying

12-14 year olds say they lie to their parents more frequently than 8-11 year olds do

This pattern is reflected in parent beliefs as well

However, there is some disconnect, in that greater a portion of parents of 12-14 year olds than 12-14 year olds themselves say their child never lies to them

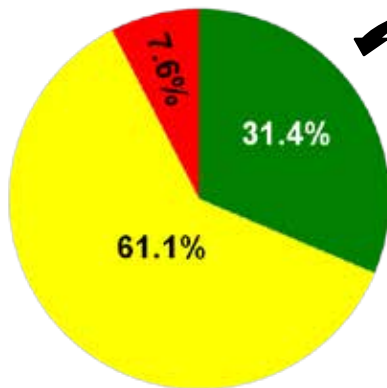
Parents of both ages of child most often believe their children lie to avoid getting into trouble, which is perfectly in line with the way kids feel themselves

However, parents more often believe their children lie to get out of doing something rather than disappointing them, whereas children say the opposite

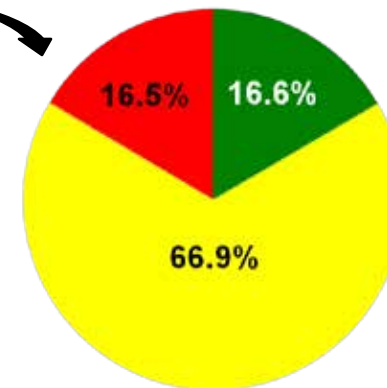
Do you ever lie to your parents? Does your child lie to you?



8 – 11 year olds



12 – 14 year olds

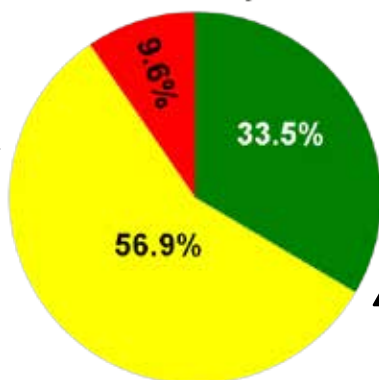


- 8-11 year olds significantly more likely than 12-14 year olds to say they never lie to their parents
- 12-14 year olds are more likely to say they sometimes lie or often lie to their parents

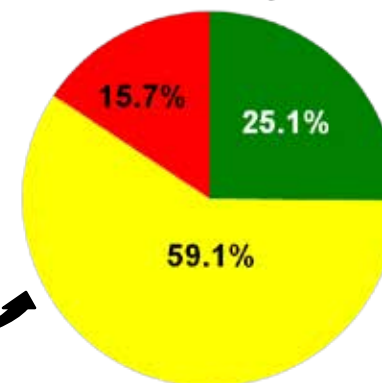
- 8-11 year olds as well as parents of this age child see eye-to-eye on how often children this age lie

- Parents of 12-14 year olds more likely to say their child this age never lies to them than 12-14 year olds themselves, who are also more likely to say they sometimes lie to their parents

Parents of 8 – 11 year olds



Parents of 12 – 14 year olds



- Parents of 8-11 year olds significantly more likely than parents of 12-14 year olds to say their child never lies to them
- Parents of 12-14 year olds are more likely to feel their child lies to them a lot



Never



Sometimes

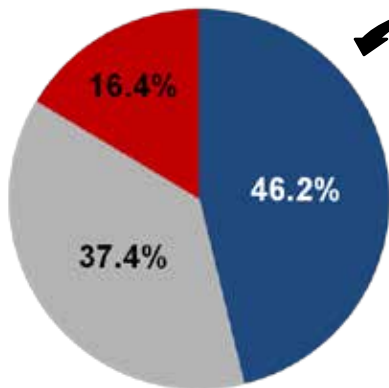


A lot

Why do you lie to your parents? Why do you think your child lies to you?

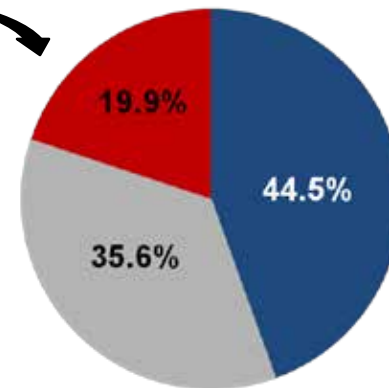


8 – 11 year olds



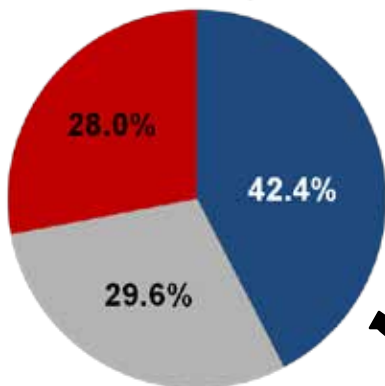
- Parents of 8-11 year olds more likely to say their child this age lies to get out of doing something than 8-11 year olds themselves, who are more likely to say they lie to avoid disappointing their parents

12 – 14 year olds



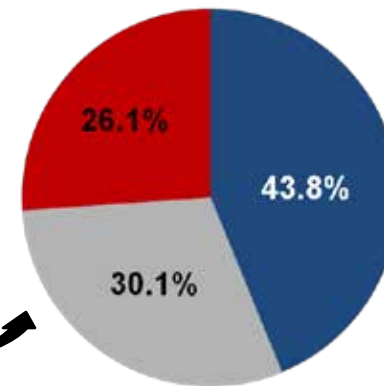
- Parents of 12-14 year olds are more likely to say their child this age lies to get out of doing something than 12-14 year olds, who are more likely to say they lie to avoid disappointing their parents

Parents of 8 – 11 year olds



- Parents of 8-11 year olds and 12-14 year olds have similar views on why their children lie to them

Parents of 12 – 14 year olds



Don't want to
get in trouble

Don't want to
disappoint

Get out of doing
something



US Results

Being There

8-11 year olds are more likely to feel their parents are there for them in good & bad times than 12-14 year olds

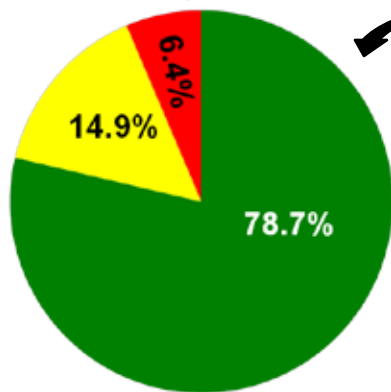
This pattern is reflected in parent respondents as well, so that the parents of 8-11 year olds feel they are there in good & bad times, whereas parents of 12-14 year olds are more likely to feel they are not there for their child of that age

However, there is a disconnect between parents and children in this regard, with parents of both ages of child more likely to say they are there for the child, although the children themselves are more unsure of this

Are your parents there for you when you need them (in good times & bad)? Are you there for your child in good times and in bad?

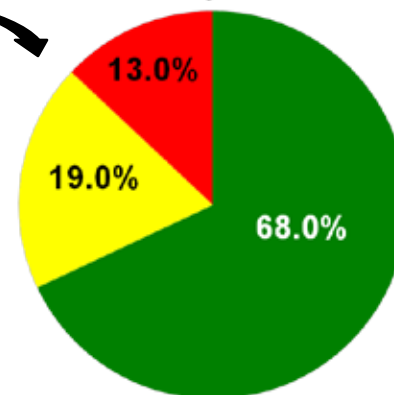


8 – 11 year olds



- 8-11 year olds significantly more likely than 12-14 year olds to feel their parents are there for them in good & bad times
- 12-14 year olds are more uncertain and also more likely to feel their parents are not there for them

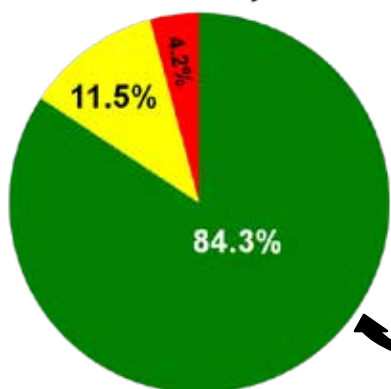
12 – 14 year olds



- A greater proportion of parents of 8-11 year olds are more likely to say they're there for their child in good & bad times than 8-11 year olds themselves, who are also more unsure

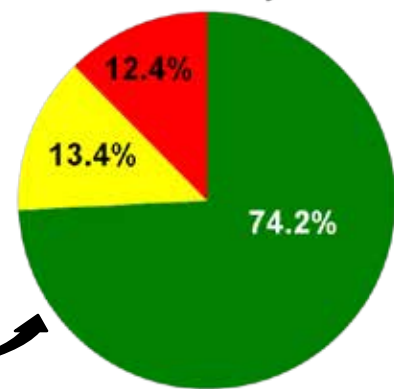
- A greater proportion of parents of 12-14 year olds are more likely to say they're there for their child in good & bad times than 12-14 year olds themselves, who are also more unsure

Parents of 8 – 11 year olds



- Parents of 8-11 year olds significantly more likely than parents of 12-14 year olds to say they are there for their child in good times and bad
- Parents of 12-14 year olds are more likely to feel they are not there for their child in good times and bad

Parents of 12 – 14 year olds



Yes



I'm not sure



No



US Results

Helping with Problems

8-11 year olds feel more comfortable going to their parents with a problem than 12-14 year olds do

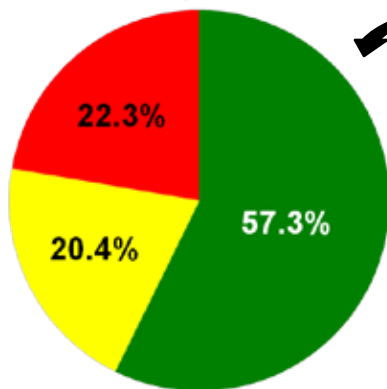
This pattern is reflected in parent respondents as well, so that the parents of 8-11 year olds feel more likely their child will turn to them with a problem than the parents of 12-14 year olds

However, there is a disconnect between parents and children in this regard, with parents of both ages of child more likely to say their child will turn to them for help than the children themselves say they do

Do you feel comfortable going to your parents when you have a problem? Does your child turn to you for help with problems?

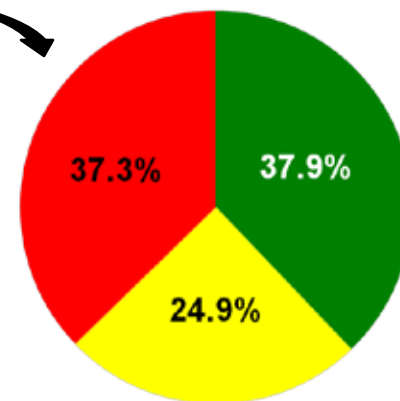


8 – 11 year olds



- 8-11 year olds significantly more likely than 12-14 year olds to feel comfortable going to their parents with problem
- 12-14 year olds are more uncertain and also less likely to feel comfortable going to their parents with a problem

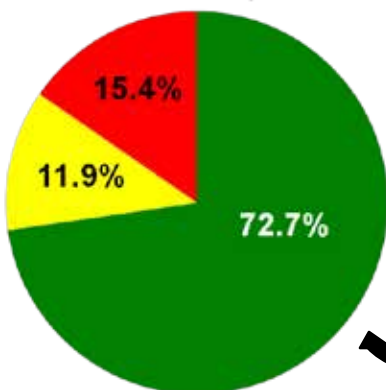
12 – 14 year olds



- Parents of 12-14 year olds more likely to say their child turns to them for help than 12-14 year olds comfortable seeking help
- 12-14 year olds themselves both more uncertain and not comfortable seeking help than parents say they seek help

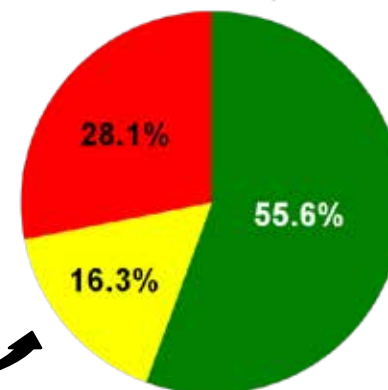
- Parents of 8-11 year olds more likely to say their child turns to them for help than 8-11 year olds comfortable seeking help
- 8-11 year olds themselves both more uncertain as well as not comfortable than parents say they seek help

Parents of 8 – 11 year olds



- Parents of 8-11 year olds significantly more likely than parents of 12-14 year olds to feel their child turns to them for help with a problem
- Parents of 12-14 year olds are more likely to feel their child does not turn to them for help with a problem

Parents of 12 – 14 year olds



Yes



I'm not sure



No



US Results

Sharing Good News

8-11 year olds say they are more likely to share good news with their parents when happy than 12-14 year olds

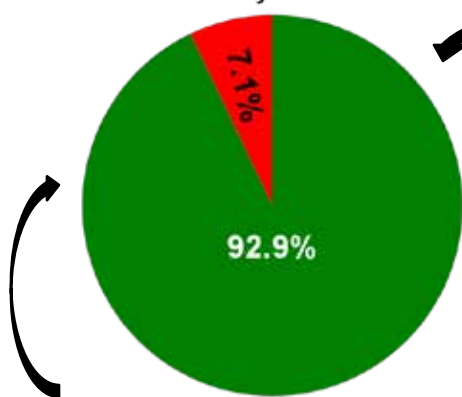
This pattern is reflected in parent respondents as well, so that the parents of 8-11 year olds feel their child is more likely to share good news than parents of 12-14 year olds

On this issue, kids and parents in each age group see things eye-to-eye

Do you share good news with your parents when you are happy about something? Does your child share the news with you when something good happens?

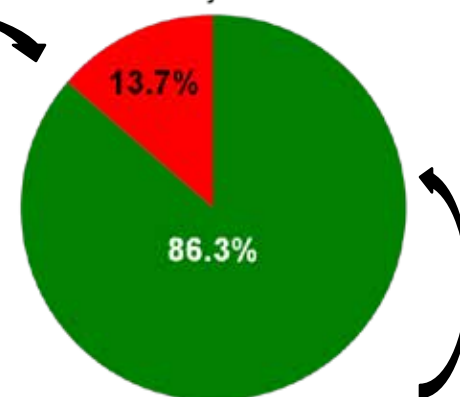


8 – 11 year olds



- 8-11 year olds significantly more likely than 12-14 year olds to share good news with their parents when happy
- 12-14 year olds are more likely than 8-11 year olds NOT to share good news with their parents when happy

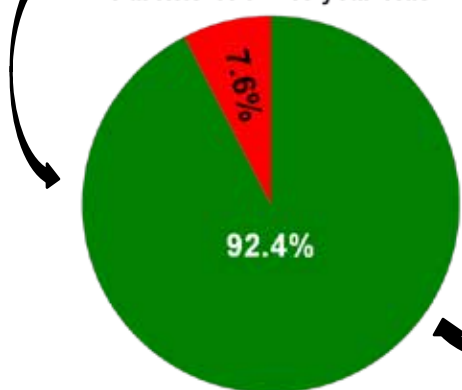
12 – 14 year olds



- 8-11 year olds as well as parents of this age child see eye-to-eye on sharing good news with parents when happy about something

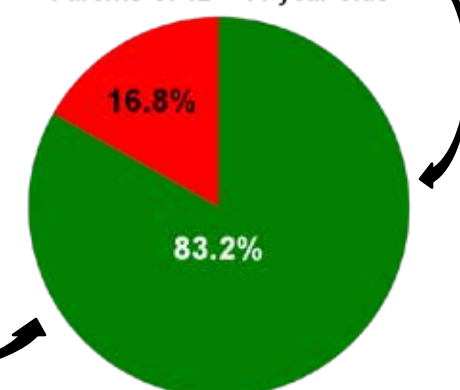
- 12-14 year olds as well as parents of this age child see eye-to-eye on sharing good news with parents when happy about something

Parents of 8 – 11 year olds



- Parents of 8-11 year olds significantly more likely than parents of 12-14 year olds to say they their child shares the news when something good happens

Parents of 12 – 14 year olds



Yes



No



US Results

Parent Expectations of Good Things

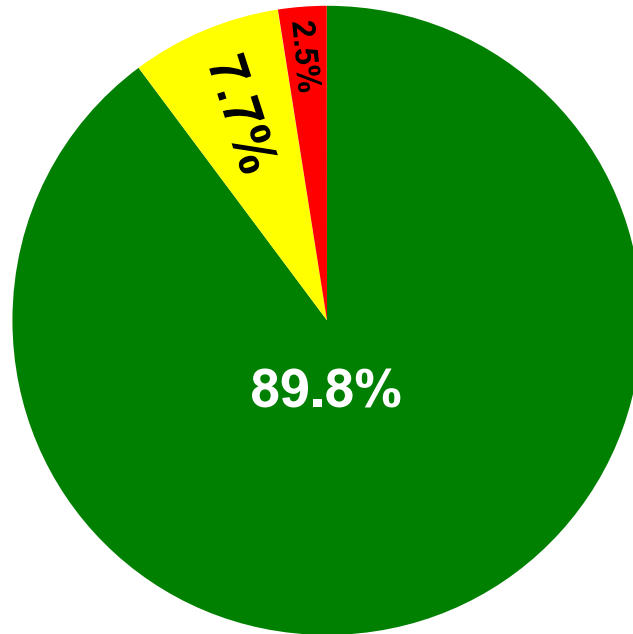
Both 8-11 year olds and 12-14 year olds are equally likely to say their parents expect good things of them

However, there is a small but significant difference in that 12-14 year olds are saying their parents DON'T expect good things of them

Do your parents expect good things from you?



8 – 11 year olds



Yes

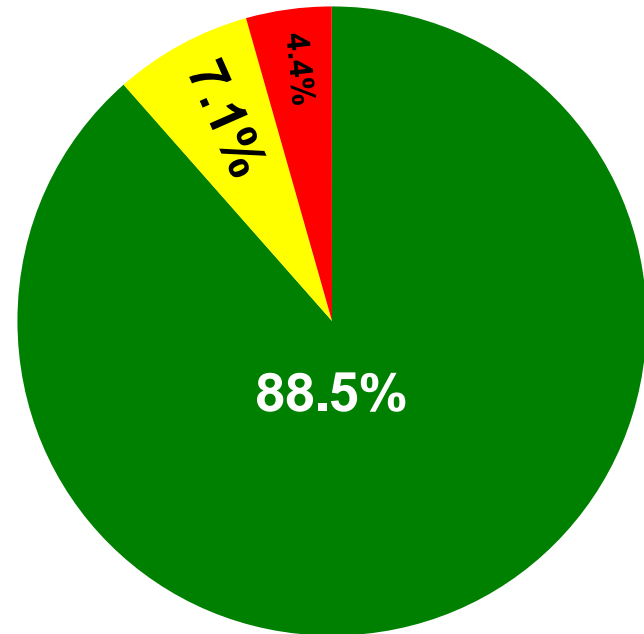


I'm not sure



No

12 – 14 year olds



- 8-11 year olds and 12-14 year olds are equally likely to say their parents expect good things of them
- However, 12-14 year olds are more likely to say their parents DON'T expect good things of them



US Results

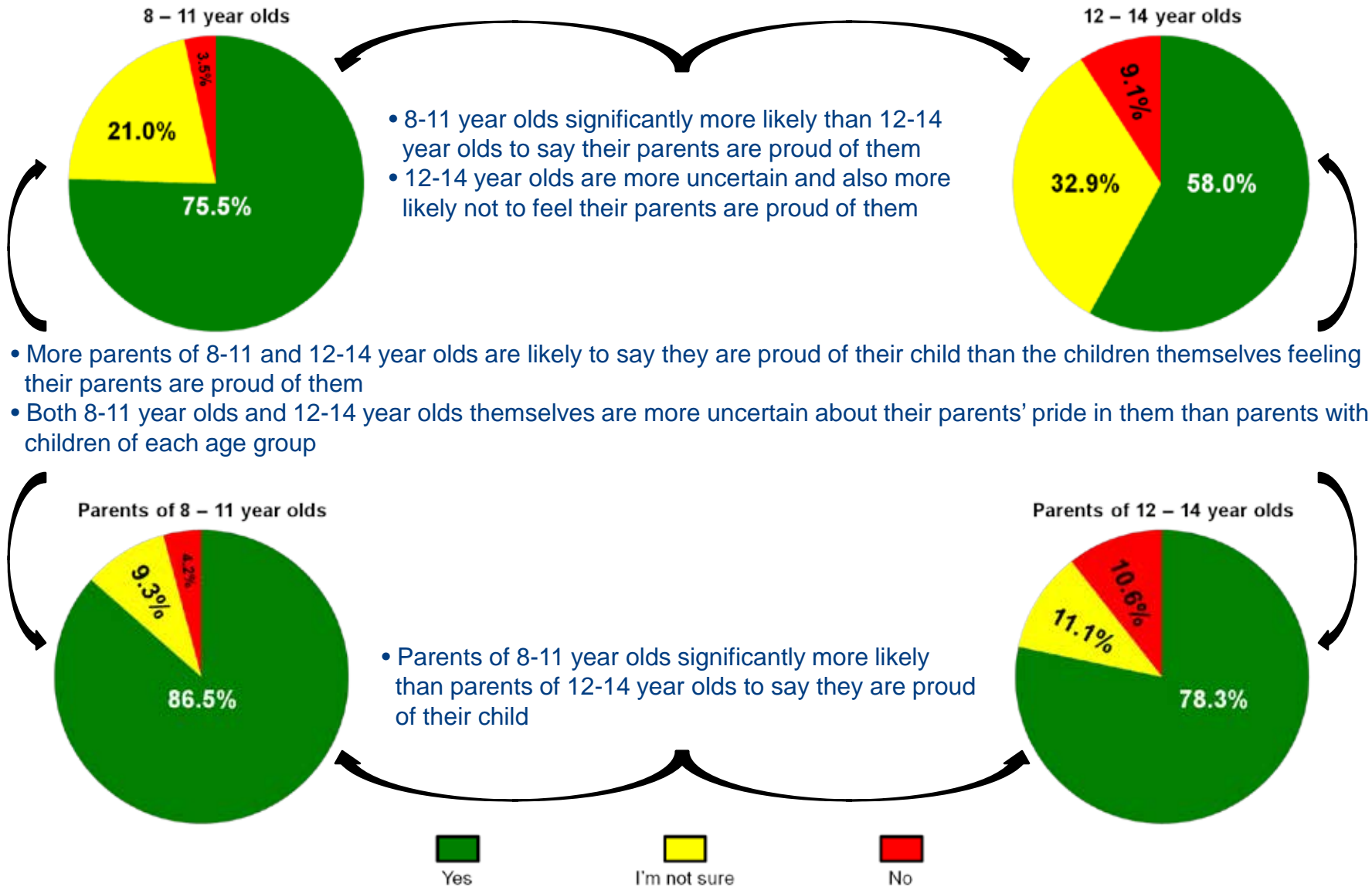
Parent Pride

8-11 year olds are more likely to say their parents are proud of them than 12-14 year olds do

And although parents of 8-11 year olds are more likely to say they are proud of their child than parents of 12-14 year olds are, there is a disconnect in both age groups:

Children are less sure of their parents' pride than parents saying they are proud

Are your parents proud of you? Are you proud of your child?





US Results

Perceived Parental Pride In Detail

The factor of decreased perception of parental pride can be taken as an indicator of risk for a breach in the child-parent relationship

We felt key insights might be gained along this line by segmented analysis on the different levels of kids' perceived parental pride

- Consequently, we isolated kids who felt parents are proud of them from those uncertain of such pride, and in turn from those feeling their parents are not proud of them
- Further, this was done both for 8-11 and 12-14 year olds within each segment, to examine for developmental patterns associated with perceived parental pride

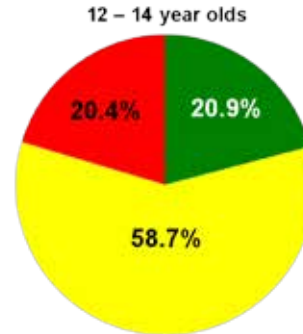
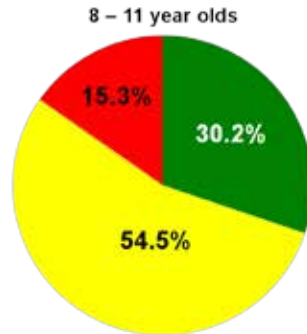
The next series of slides portray a picture of some concern for kid-parent relationships as they can be affected by whether or not children feel their parents' pride in them

How often do you argue with your parents?



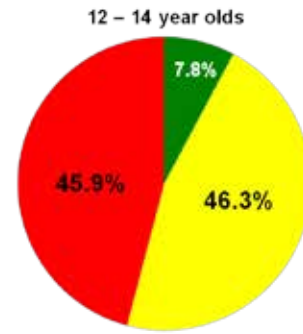
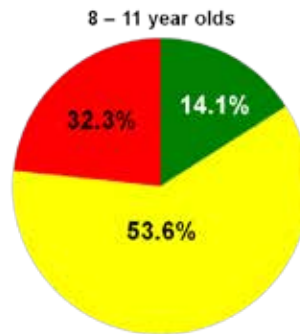
Parents Proud = YES

12-14 year olds who feel their parents are proud of them are more likely than 8-11 year olds to say they argue often with their parents



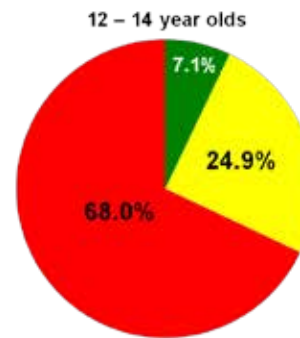
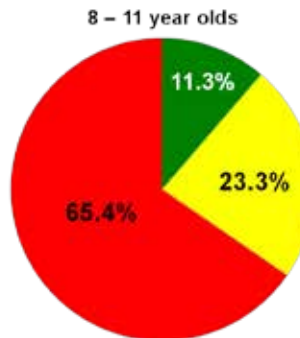
Parents Proud = UNSURE

12-14 year olds unsure of parental pride are more likely than 8-11 year olds to say they argue often with their parents



Parents Proud = NO

8-11 year olds and 12-14 year olds saying their parents are not proud of them are statistically equivalent in perceived frequency of arguing with parents



Being unsure of parents' pride doubles the likelihood of arguing often compared to kids who feel their parents are proud of them and cuts by more than half the likelihood of saying there are almost never arguments

Feeling parents are not proud is associated with perceived more frequent arguing than being unsure of parental pride

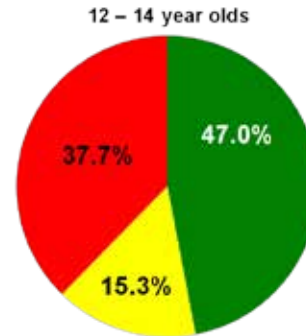
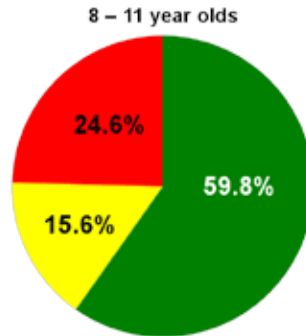
Compared to kids certain of their parents' pride, those feeling their parents are NOT proud of them are **3 or 4 times** more likely to say they often argue with their parents

When my parents and I disagree, we usually...



Parents Proud = YES

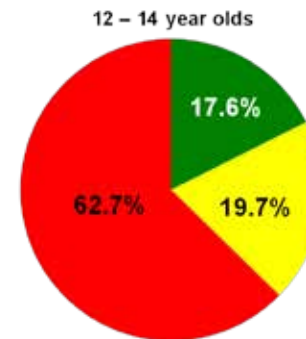
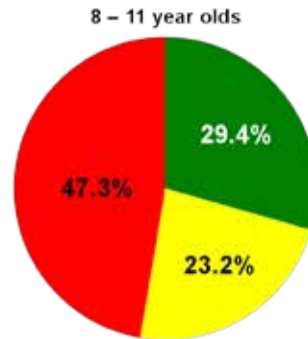
12-14 year olds who feel their parents are proud of them are more likely than 8-11 year olds to say they and their parents yell at each other, and less likely to discuss things calmly



Being unsure of parents' pride moves all disagreement styles in less positive directions compared to those who feel their parents are proud of them, for both age groups

Parents Proud = UNSURE

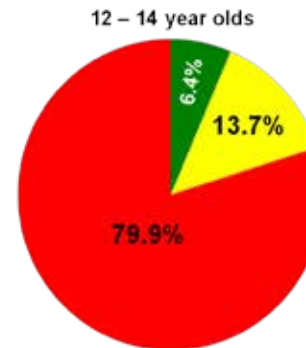
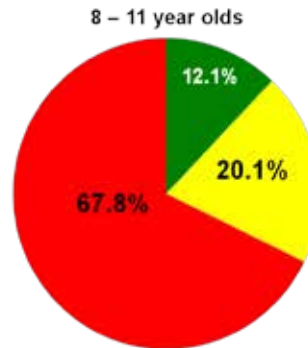
12-14 year olds uncertain of their parents' pride are more likely than 8-11 year olds to say they and their parents yell at each other, and less likely to discuss things calmly



Those who feel their parents are not proud of them are more likely to have yelling disagreements with their parents than those unsure of how their parents feel, for both ages

Parents Proud = NO

12-14 year olds saying their parents are not proud of them more likely than 8-11 year olds to say they and their parents yell at each other, and less likely to discuss things calmly



Compared to kids certain of their parents' pride, those feeling their parents are NOT proud of them are **substantially** more likely to say they yell at each other when disagreeing

Which of these best describes you and your parents after an argument?



Parents Proud = YES

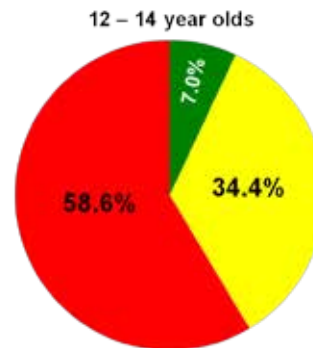
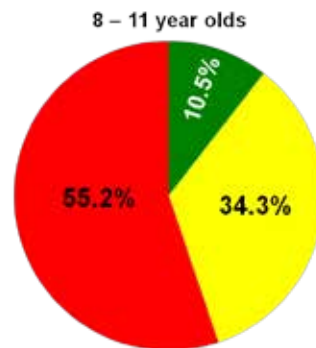
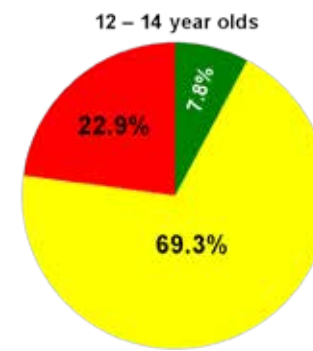
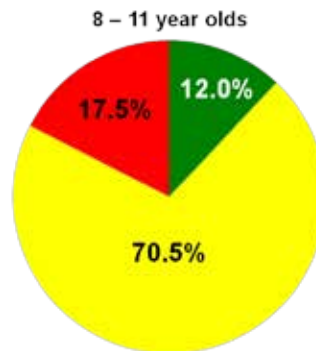
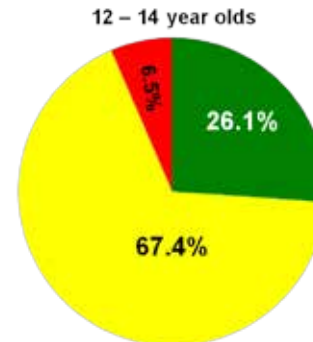
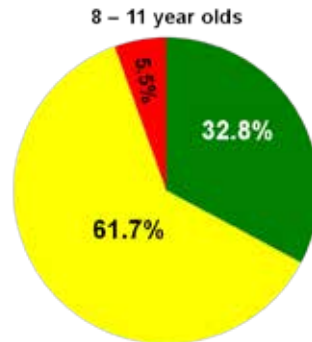
12-14 year olds who feel their parents are proud of them are less likely to say they make up quickly with their parents than 8-11 year olds, and more likely to say it takes a little time for things to go back to normal

Parents Proud = UNSURE

12-14 year olds uncertain of their parents' pride are less likely to say they make up quickly with their parents than 8-11 year olds, and more to stay angry for a long time

Parents Proud = NO

8-11 year olds and 12-14 year olds saying their parents are not proud of them are statistically equivalent in the way they see reconciliation with their parents after an argument



Being unsure of parents' pride generally moves all reconciliation outcomes in less positive directions compared to those who feel their parents are proud of them, for both age groups

Feeling parents are not proud moves taking a little time to get back to normal and staying angry in less positive directions for both age groups

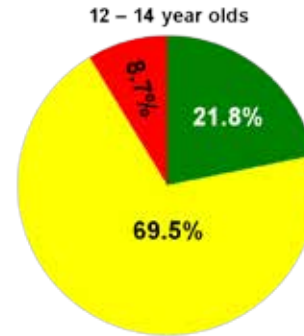
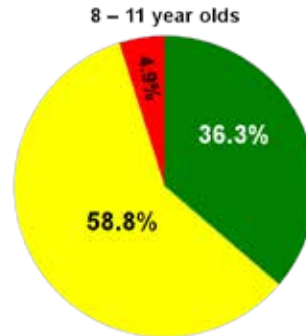
Compared to kids certain of their parents' pride, those feeling their parents are NOT proud of them have **substantially** less positive reconciliation experiences

Do you ever lie to your parents?



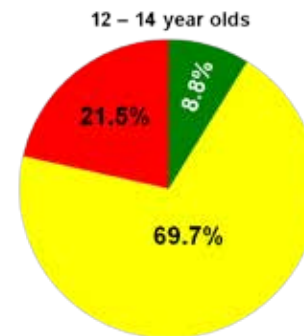
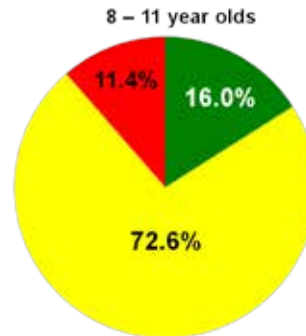
Parents Proud = YES

12-14 year olds who feel their parents are proud of them are likely to say they lie more often to their parents than 8-11 year olds



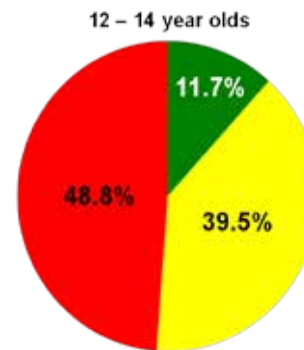
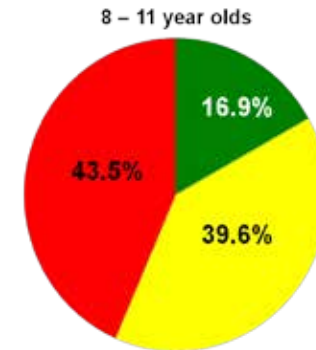
Parents Proud = UNSURE

12-14 year olds unsure of parental pride are more likely to say they lie a lot to their parents than 8-11 year olds, and less likely to say they never lie



Parents Proud = NO

8-11 year olds and 12-14 year olds saying their parents are not proud of them are statistically equivalent in declared patterns of lying to their parents



Being unsure of parents' pride more than doubles the likelihood of kids saying they lie a lot to their parents compared to those who feel their parents are proud of them and cuts by more than half the likelihood of saying they never lie to their parents

Feeling parents are not proud is associated with more frequent admitted lying than being unsure of parental pride

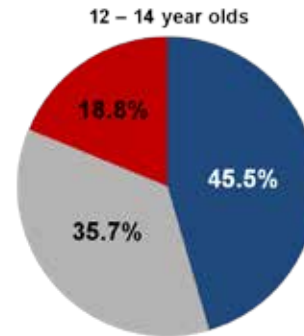
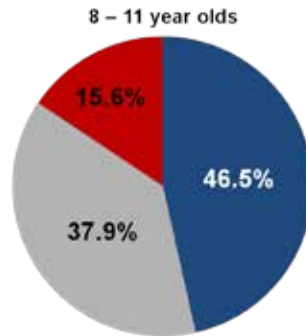
Compared to kids certain of their parents' pride, those feeling their parents are NOT proud of them are **substantially** more likely to say they lie a lot to their parents

Why do you lie to your parents?



Parents Proud = YES

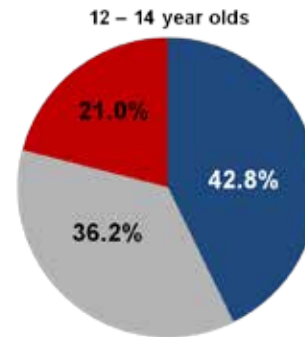
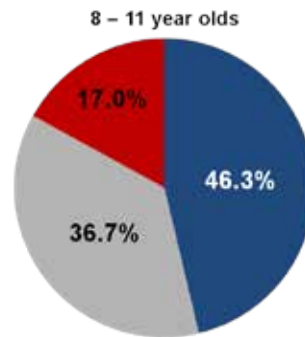
12-14 year olds who feel their parents are proud of them say they are more likely to lie to get out of doing something than 8-11 year olds



Pattern of reasons given for lying statistically equivalent between kids certain and unsure of their parents' pride, for both age groups

Parents Proud = UNSURE

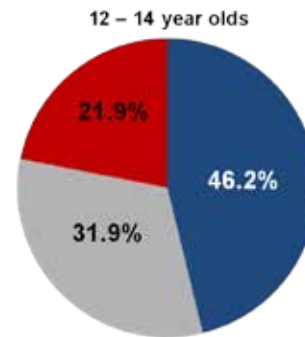
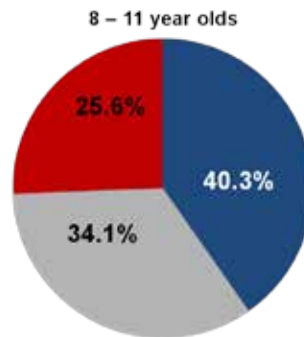
12-14 year olds unsure of parental pride are say they are more likely to lie to get out of doing something than 8-11 year olds



8-11 year olds unsure of parental pride less likely to say they lie to get out of doing something than those feeling their parents are not proud; pattern for 12-14 year olds the same for both parent pride perceptions

Parents Proud = NO

8-11 year olds and 12-14 year olds saying their parents are not proud of them are statistically equivalent in the reasons they give for lying to their



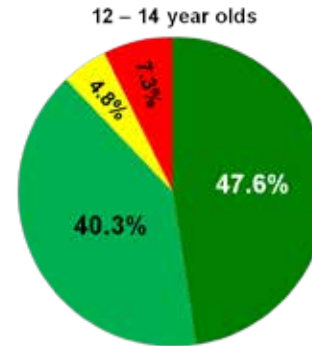
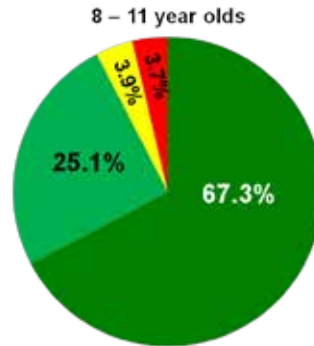
Compared to 8-11 year olds certain of their parents' pride, those feeling their parents are NOT proud of them more likely to say they lie to get out of doing something; no differences for 12-14s

How close do you feel to your parents?



Parents Proud = YES

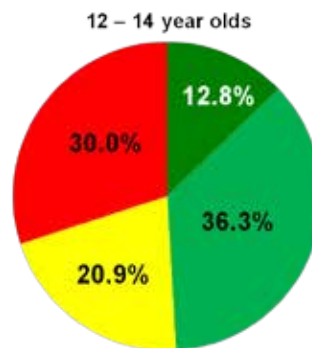
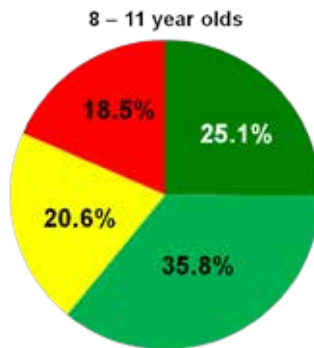
12-14 year olds who feel their parents are proud of them are less likely to say they feel very close to their parents than 8-11 year olds, and more likely to say they are not very close with their parents



Being unsure of parents' pride feelings of closeness in less positive directions compared to those who feel their parents are proud of them, for both age groups

Parents Proud = UNSURE

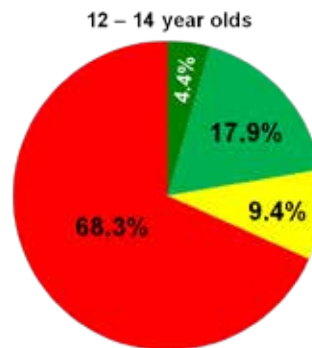
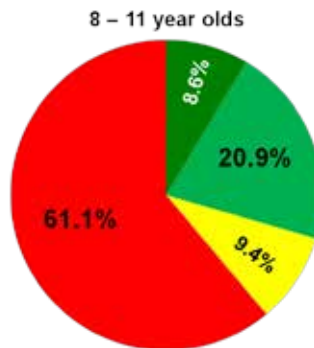
12-14 year olds uncertain of their parents' pride are less likely to say they feel very close to their parents than 8-11 year olds, and more likely to say they are not very close with their parents



Feeling parents are not proud moves feelings of closeness in less positive directions for both age groups

Parents Proud = NO

8-11 year olds and 12-14 year olds saying their parents are not proud of them are statistically equivalent in how close they feel to their parents



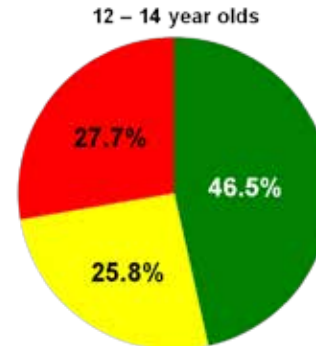
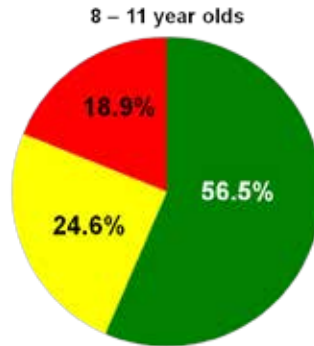
Compared to kids certain of their parents' pride, those feeling their parents are NOT proud of them feel **substantially** less close to their parents

If you are a parent someday, do you want to be like your own parents?



Parents Proud = YES

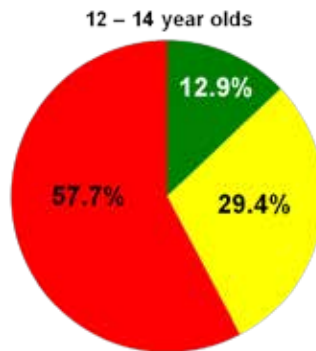
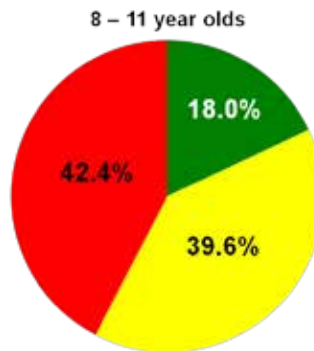
12-14 year olds who feel their parents are proud of them are less likely than 8-11 year olds to say they want to be like their parents, and more likely to say they **don't** want to be like their parents



Kids' being unsure of parents' pride generally moves all sentiments away from wanting to be like their own parents someday

Parents Proud = UNSURE

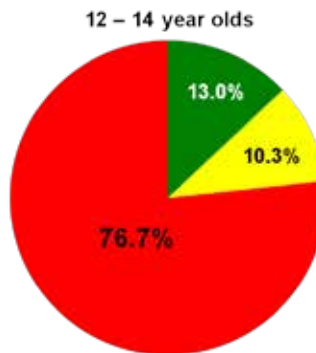
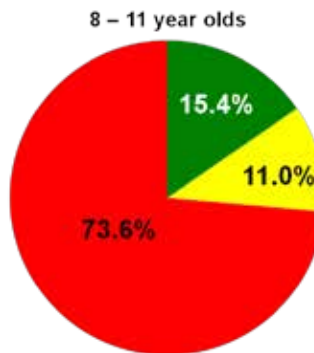
12-14 year olds uncertain of their parents' pride are less likely than 8-11 year olds to say they want to be like their parents, and more likely to say they **don't** want to be like their parents



Feeling parents are not proud of them decreases the sentiment of kids not sure they want to be like their own parents, in the direction of **not** wanting to be like their parents

Parents Proud = NO

8-11 year olds and 12-14 year olds saying their parents are not proud of them are statistically equivalent in how they feel about being like their own parents if they are parents someday



Compared to kids certain of their parents' pride, those feeling their parents are **NOT** proud of them are **substantially** less likely to want to be like their own parents someday



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