YouGov

July 15 - 17, 2014

YouGov

1. Too much or not enough praise
Which one is worse?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Praising children too much	36%	47%	26%	40%	44%	35%	20%	30%	39%	37%
Not praising children enough	64%	53%	74%	60%	56%	65%	80%	70%	61%	63%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(979)	(475)	(504)	(184)	(274)	(363)	(158)	(324)	(448)	(207)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Praising children too much	36%	36%	31%	41%	37%	30%	24%	46%	42%	34%	34%	35%
Not praising children enough	64%	64%	69%	59%	63%	70%	76%	54%	58%	66%	66%	65%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(979)	(735)	(106)	(138)	(420)	(265)	(64)	(117)	(172)	(195)	(369)	(243)

2. Approval for giving rewards
Do you approve or disapprove of giving children money or gifts as a reward for doing well?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Approve	62%	59%	64%	68%	65%	58%	58%	60%	64%	61%
Disapprove	20%	23%	18%	12%	18%	24%	28%	24%	19%	19%
Not sure	18%	18%	17%	20%	17%	19%	14%	17%	17%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(988)	(481)	(507)	(185)	(278)	(365)	(160)	(325)	(455)	(208)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Approve	62%	62%	67%	56%	62%	64%	63%	57%	61%	57%	68%	56%
Disapprove	20%	19%	18%	27%	20%	20%	20%	25%	17%	21%	19%	26%
Not sure	18%	19%	15%	17%	18%	16%	17%	19%	22%	22%	13%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(988)	(742)	(108)	(138)	(424)	(265)	(64)	(117)	(174)	(199)	(371)	(244)

3. Too much or not enough praise - retrospective
When you were growing up, did your parents praise you too much or not enough?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Too much	3%	6%	1%	7%	5%	2%	—	2%	4%	5%
The right amount	51%	53%	50%	55%	49%	49%	54%	53%	46%	62%
Not enough	37%	32%	43%	31%	35%	42%	38%	40%	39%	29%
Not sure	8%	10%	7%	7%	11%	6%	7%	6%	11%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(984)	(477)	(507)	(184)	(278)	(363)	(159)	(325)	(451)	(208)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Too much	3%	3%	1%	8%	5%	2%	—	2%	4%	2%	3%	5%
The right amount	51%	51%	57%	47%	46%	51%	60%	62%	58%	46%	51%	51%
Not enough	37%	38%	38%	34%	41%	40%	33%	28%	33%	41%	39%	35%
Not sure	8%	8%	4%	10%	7%	7%	7%	8%	5%	10%	7%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(984)	(738)	(108)	(138)	(420)	(266)	(64)	(117)	(173)	(198)	(369)	(244)

4. Spoiled children - retrospective
Do you think children are spoiled more today or were they spoiled more in the past?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Spoiled more today	84%	83%	86%	74%	83%	88%	92%	84%	83%	88%
Spoiled about the same as in the past	9%	11%	8%	17%	9%	7%	5%	8%	10%	9%
Spoiled more in the past	2%	2%	2%	3%	2%	2%	1%	3%	3%	0%
Not sure	4%	4%	4%	6%	6%	3%	1%	5%	4%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(983)	(477)	(506)	(183)	(278)	(363)	(159)	(323)	(453)	(207)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Spoiled more today	84%	86%	77%	81%	84%	86%	84%	82%	86%	87%	86%	78%
Spoiled about the same as in the past	9%	9%	9%	10%	9%	7%	9%	14%	10%	7%	9%	12%
Spoiled more in the past	2%	2%	6%	2%	2%	4%	1%	1%	3%	2%	2%	3%
Not sure	4%	3%	8%	7%	5%	3%	5%	2%	1%	4%	4%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(983)	(739)	(107)	(137)	(419)	(266)	(64)	(117)	(174)	(196)	(368)	(245)