

More American Teens Think Mom's Cool (63%) Than Think the Same About Dad (47%)

Contributed by Ipsos
Wednesday, 19 January 2011

But That Doesn't Mean Dad is More Strict

When growing up, it's likely that you thought your friend's parents were cooler than yours – and you might have been

But a new poll of American teens, conducted by Ipsos Public Affairs, has found that a majority (63%) of American teens think that their mom is “cool”, way more than the 47% of teens who think that dad is “cool”.

In fact, on a scale of 1 to 10, American moms received a coolness rating factor of 7.8 on average, higher than the 6.8 coolness rating factor that dad received.

Interestingly, younger teens are more likely than older teens to think that mom is cool – so either mom gets less cool as she ages, or teens are less impressed with their mom as they themselves age.

It's probably a bit of both! Boys and girls are equally as likely to think that mom is cool. Apparently, according to their children, moms in the Northeast (37%) and the South (37%) are more likely to be cool than moms living in the Midwest (31%) or West (30%).

When it comes to dad, teens aged 12 are much more inclined (55%) to think that dad is cool. Dad is much less likely to be cool among teens once they reach the age of 13 (47%) and on.

Interestingly, dad is much more likely to be cool in families that make in excess of \$50,000 a year (52%) compared to those whose family income is more modest (39%).

Interestingly, even though dad is less cool than mom, that doesn't appear to mean that dad is stricter. A nearly equal proportion of teens think that mom (34%) is strict as think the same about dad (35%).

The most likely teens to think that mom is strict are actually pre-teens (40%). Conversely, sixteen year olds (41%) are most likely to think that dad is strict.

These are some of the findings of an Ipsos poll conducted November 17-19, 2010. For the survey, a nationally representative sample of 1,009 randomly-selected teenagers aged 12-17 residing in the U.S. interviewed by online in Ipsos' U.S. Teen omnibus.

With a sample of this size, the results are considered accurate within ± 3.0 percentage points, 19 times out of 20, of what they would have been had the entire population of employed adults in the U.S. been polled.

The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/gender composition reflects that of the actual U.S. population according to data from the U.S. Census Bureau.

About Ipsos Public Affairs

To learn more, please visit www.ipsos-na.com.

About Ipsos

Visit www.ipsos-na.com to learn more about Ipsos offerings and capabilities.

New York, NY – 5 January 2011