

**EMBARGOED UNTIL 5 PM
TUESDAY 26 JULY 2005**



What do parents think?

Little's Lobby Research conducted by UMR Insight

Parents were asked their opinion of the most effective ways to guide children to behave well using a scale from 1 to 5 where 1 is 'highly effective' and 5 is 'not at all effective'. The overwhelming majority of parents considered 'praising and encouraging good behaviour' (96% 1+2 on the 5 point scale) and also 'leading by example' (94%). While not a surprise 'smacking when they do things wrong' rated lowest with 9% effective (1+2 on the 5 point scale). There were, however, 20% of parents that rated 'smacking when they do things wrong' at the mid point on the 5 point scale. Seventy-one percent rated it not effective (4+5).

EFFECTIVENESS OF THE FOLLOWING WAYS TO GUIDE CHILDREN TO BEHAVE WELL

There are many ways that parents can guide children to behave well. Please rate the following ways to guide children to behave well; using a scale from 1 to 5 where 1 is 'Highly effective' and 5 is 'Not at all effective'.

	Base*	1 Highly effective %	2 %	Total 1 + 2 %	3 %	4 %	5 Not at all effective %	Total 4 + 5 %
Praising and encouraging good behaviour	1352	78	18	96	4	0	0	0
Leading by example	1340	72	22	94	5	1	0	1
Giving small rewards for tasks well done	1349	37	39	76	18	5	1	6
Talking to them about what is right and wrong	1348	40	35	75	21	3	1	4
Taking time out and sending them to their room	1343	23	40	63	26	8	3	11
Taking away privileges	1342	24	32	56	30	11	3	14
Smacking when they do things wrong	1339	3	6	9	20	35	36	71

*Base excludes the number of people who did not answer the question

Tots to Teen Mail Survey