



Embarrassing Parents
Fieldwork Dates: 6th - 7th November 2018

Conducted by YouGov
On behalf of Editorial

© Yougov plc 2018



BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 586 adults. Fieldwork was undertaken between 6th - 7th November 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

Editorial Embarrassing Parents

US_nat Sample: 6th - 7th November 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

GEC_q1. What is the most embarrassing thing (or things) your parent(s)/guardian(s) do? Please select up to 3 options from the following list.

Unweighted base	586	166	420	108	384	94	107	162	214	101	441	49	58	38	99
Base: All US Gen Z	586	169	418	107	383	96	96	125	223	141	434	51	64	38	100
Sing	10%	7%	11%	9%	9%	12%	11%	5%	12%	9%	10%	16%	7%	2%	13%
						*			G			M*	*	*	*
Dance	10%	9%	11%	15%	10%	8%	12%	7%	10%	13%	9%	17%	11%	14%	13%
						*						*	*	*	*
Hug and kiss me	14%	12%	14%	15%	13%	14%	12%	9%	17%	15%	11%	20%	25%	14%	19%
						*			G			*	J*	*	*
Hug and kiss each other	9%	10%	9%	10%	9%	7%	8%	12%	8%	10%	10%	10%	3%	13%	10%
						*						*	*	*	*
Act weird/be silly	21%	23%	20%	22%	20%	22%	20%	17%	20%	25%	20%	12%	25%	30%	15%
						*						*	*	K*	*
Fart	15%	17%	14%	16%	15%	12%	14%	16%	19%	9%	14%	18%	15%	19%	14%
						*			I			*	*	*	*
Be overly protective/doting/attentive	19%	15%	20%	15%	18%	26%	15%	20%	18%	21%	19%	22%	17%	17%	18%
						*						*	*	*	*
Tell people stories about me/show people pictures of me	25%	19%	27%	28%	24%	25%	22%	29%	24%	27%	25%	23%	27%	18%	27%
			A			*						*	*	*	*
Yell at me	14%	13%	15%	17%	14%	14%	17%	10%	17%	13%	13%	22%	12%	19%	13%
						*						*	*	*	*
Joke around too much	8%	9%	8%	12%	7%	12%	3%	8%	10%	10%	8%	7%	15%	7%	11%
			D			*			F			*	*	*	*
Be too loud	10%	11%	10%	10%	9%	13%	8%	14%	9%	10%	9%	11%	15%	13%	14%
						*						*	*	*	*
Interact with my friends	9%	8%	9%	6%	9%	12%	14%	8%	11%	5%	10%	8%	6%	2%	5%
						*	I					*	*	*	*
Tease me about boys/girls	13%	12%	13%	10%	14%	10%	10%	17%	12%	11%	13%	10%	13%	7%	11%
						*						*	*	*	*
Try to be cool and/or young	15%	17%	15%	13%	17%	13%	22%	18%	10%	17%	16%	16%	13%	8%	17%
						*	H	H				*	*	*	*
Wear embarrassing clothes	3%	4%	3%	2%	4%	2%	4%	5%	3%	1%	2%	7%	2%	8%	4%
						*						*	*	*	*
Call me names I don't like	7%	8%	7%	9%	7%	4%	4%	4%	10%	8%	6%	7%	16%	5%	8%
						*			G			*	J*	*	*
Drink too much	2%	2%	2%	1%	2%	3%	3%	1%	2%	3%	2%	-	1%	6%	1%
						*						*	*	*	*
Think they're funny but they're not	20%	20%	20%	16%	22%	15%	24%	23%	17%	19%	23%	13%	9%	18%	19%
						*					L	*	*	*	*
Make me do things I don't want to do	17%	22%	16%	19%	16%	21%	16%	14%	16%	24%	18%	13%	20%	14%	15%
						*				G		*	*	*	*
Other	3%	5%	2%	-	3%	5%	3%	2%	3%	3%	2%	6%	1%	13%	1%
		B				C*						*	*	JL*	*
Not sure	2%	3%	2%	1%	3%	2%	2%	3%	0%	4%	3%	3%	-	-	2%
						*		H		H		*	*	*	*
Nothing	5%	3%	6%	5%	5%	8%	6%	7%	4%	5%	6%	4%	2%	6%	5%
						*						*	*	*	*

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, 95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*)

Editorial

Embarrassing Parents

US_nat Sample: 6th - 7th November 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

GEC_q1. What is the most embarrassing thing (or things) your parent(s)/guardian(s) do? Please select up to 3 options from the following list.

	Unweighted base	201	179	107	399	10	68	16	65	28	586	-	163	198	183
Base: All US Gen Z	586	200	181	106	398	10	66	17	66	28	586	-	166	196	185
Sing	10%	9%	11%	7%	9%	-	15%	11%	6%	20%	10%	-	11%	9%	8%
Dance	10%	10%	10%	9%	10%	10%	13%	8%	10%	16%	10%	-	8%	15%	7%
Hug and kiss me	14%	12%	12%	14%	12%	35%	14%	22%	18%	9%	14%	-	19%	10%	15%
Hug and kiss each other	9%	12%	9%	4%	11%	14%	4%	5%	3%	7%	9%	-	7%	8%	12%
Act weird/be silly	21%	23%	20%	22%	20%	20%	34%	16%	13%	18%	21%	-	21%	21%	19%
Fart	15%	15%	12%	20%	17%	9%	10%	11%	13%	7%	15%	-	12%	16%	16%
Be overly protective/doting/attentive	19%	18%	19%	22%	18%	7%	18%	48%	18%	27%	19%	-	17%	20%	19%
Tell people stories about me/show people pictures of me	25%	24%	27%	21%	25%	32%	24%	15%	35%	9%	25%	-	27%	24%	24%
Yell at me	14%	14%	16%	14%	12%	21%	19%	9%	22%	13%	14%	-	17%	15%	12%
Joke around too much	8%	7%	9%	7%	7%	-	10%	8%	15%	12%	8%	-	13%	6%	7%
Be too loud	10%	10%	8%	11%	9%	-	20%	-	9%	15%	10%	-	8%	11%	12%
Interact with my friends	9%	10%	12%	8%	10%	-	8%	6%	7%	13%	9%	-	7%	8%	12%
Tease me about boys/girls	13%	15%	9%	15%	13%	-	12%	13%	7%	26%	13%	-	10%	15%	12%
Try to be cool and/or young	15%	16%	15%	15%	15%	23%	15%	15%	11%	23%	15%	-	14%	17%	17%
Wear embarrassing clothes	3%	3%	3%	5%	3%	-	4%	8%	4%	5%	3%	-	5%	-	3%
Call me names I don't like	7%	6%	6%	11%	7%	14%	5%	5%	6%	9%	7%	-	6%	9%	6%
Drink too much	2%	2%	3%	2%	3%	-	-	-	-	7%	2%	-	1%	3%	2%
Think they're funny but they're not	20%	17%	22%	24%	21%	11%	16%	15%	20%	23%	20%	-	13%	22%	23%
Make me do things I don't want to do	17%	19%	17%	18%	18%	7%	17%	8%	20%	13%	17%	-	19%	17%	17%
Other	3%	2%	4%	4%	2%	9%	4%	-	1%	4%	3%	-	2%	2%	3%
Not sure	2%	3%	2%	2%	2%	-	1%	-	4%	-	2%	-	3%	1%	2%
Nothing	5%	7%	4%	4%	5%	18%	3%	18%	8%	-	5%	-	8%	4%	5%

Cell Contents (Col

Editorial

Embarrassing Parents

US_nat Sample: 6th - 7th November 2018



Total	
	Prefer not to say
	AC

GEC_q1. What is the most embarrassing thing (or things) your parent(s)/guardian(s) do? Please select up to 3 options from the following list.

	Unweighted base	
	586	42
Base: All US Gen Z	586	39
Sing	10%	16%*
Dance	10%	13%*
Hug and kiss me	14%	4%*
Hug and kiss each other	9%	8%*
Act weird/be silly	21%	28%*
Fart	15%	13%*
Be overly protective/doting/attentive	19%	21%*
Tell people stories about me/show people pictures of me	25%	25%*
Yell at me	14%	10%*
Joke around too much	8%	9%*
Be too loud	10%	7%*
Interact with my friends	9%	13%*
Tease me about boys/girls	13%	18%*
Try to be cool and/or young	15%	6%*
Wear embarrassing clothes	3%	11% AAAB*
Call me names I don't like	7%	5%*
Drink too much	2%	3%*
Think they're funny but they're not	20%	22%*
Make me do things I don't want to do	17%	17%*
Other	3%	3%*
Not sure	2%	2%*
Nothing	5%	4%*

Cell Contents (Col