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MotherFathtop
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I N T E R N A T I O N A L C O M M U N I C A T I O N S R E S E A R C H

Mother's and Father's Day Insert

This study was conducted by telephone April 13– April 24, 2005 among a nationally representative sample of 1033 respondents 45-59 years of age and older. Field work by ICR/International Communications Research of Media, PA.

MF-1. As you were growing up, what was the strongest emotion in your relationship with your mother?

	4/24/05
Positive Emotion (NET)	87
Love (affection, adoration, like, etc)	63
Respect (admiration, esteem, reverence, etc)	24
Negative Emotion (NET)	5
Fear (dread, fright, apprehension, terror, etc)	2
Dislike (hate, loathing, detest, abhor, etc)	2
Other	2
None	*
Never knew mother	2
Don't know	2
Refused	2

MF-2. What was the strongest emotion in your relationship with your father?

	4/24/05
Positive Emotion (NET)	75
Love (affection, adoration, like, etc)	41
Respect (admiration, esteem, reverence, etc)	35
Negative Emotion (NET)	11
Fear (dread, fright, apprehension, terror, etc)	7
Dislike (hate, loathing, detest, abhor, etc)	3
Other	3
None	1
Never knew mother	6
Don't know	1
Refused	3

(Asked of qualified respondents who knew their mother; n= 1018)

MF-3. Do you wish your mother had been stricter or more permissive with you when you were growing up?

	Stricter	More permissive	No Difference	Don't know	Refused
4/24/05	12	15	69	1	3

(Asked of qualified respondents who knew their father; n= 973)

MF-4. Do you wish your father had been stricter or more permissive with you when you were growing up?

	Stricter	More permissive	No Difference	Don't know	Refused
4/24/05	9	23	63	2	3

MF-5. Are you closer to your children than your parents were to you?

	Yes	No	No children	Don't know	Refused
4/24/05	52	29	11	5	3

(Asked of qualified respondents who are parents and knew their mother; n= 883)

MF-6. Did you or do you look to your mother for advice on raising your own children?

	Yes	No	Don't know	Refused
4/24/05	40	55	2	3

(Asked of qualified respondents who are parents and knew their father; n= 834)

MF-7. Did you or do you look to your father for advice on raising your own children?

	Yes	No	Don't know	Refused
4/24/05	28	67	1	3

(Asked of qualified respondents who knew their mother and father; n= 963)

MF-8. Between your parents, who was the disciplinarian?

	Mother	Father	Neither	Both Equally	Don't Know	Refused
4/24/05	41	36	2	18	1	2

(Asked of qualified respondents who knew their mother and father; n= 963)

MF-9. Who was the most fun?

	Mother	Father	Neither	Both Equally	Don't Know	Refused
4/24/05	39	32	5	20	2	2

(Asked of qualified respondents who knew their mother and father; n= 963)

MF-10. Who was the favorite parent?

	Mother	Father	Neither	Both Equally	Don't Know	Refused
4/24/05	40	20	10	25	2	3

MF-11. Who was your favorite TV mother?

	4/24/05
Harriet Nelson in Ozzie and Harriet	9
June Cleaver (Barbara Billingsley) In Leave it to Beaver	18
Carol Brady (Florence Henderson) in The Brady Bunch	7
Olivia Walton (Michael Learned) in The Waltons	20
Claire Huxtable (Felicja Rashad) in The Cosby Show	16
Marge Simpson in the Simpsons	4
Donna Stone (Donna Reed) in the Donna Reed Show	1
Shirley Partridge (Shirley Jones) in The Partridge Family	1
Ruth Martin (June Lockhart) in Lassie	1
Edith Bunker (Jean Stapleton) in All in the Family	1
Other	5
None	2
Don't know	12
Refused	2

MF-12. Who was your favorite TV father?

	4/24/05
Ozzie Nelson in Ozzie and Harriet	7
Ward Cleaver (Hugh Beaumont) In Leave it to Beaver	10
Mike Brady (Robert Reed) in The Brady Bunch	2
Cliff Huxtable (Bill Cosby) in The Cosby Show	25
Charles Ingalls (Michael Landon) in Little House On the Prairie	31
Homer Simpson in the Simpsons	3
Steve Douglas (Fred McMurray) in My Three Sons	1
Jim Anderson (Robert Young) in Father Knows Best	2
Andy Taylor (Andy Griffith) in The Andy Griffith Show	1
John Walton (Ralph Waite) in the Waltons	*
Other	4
None	2
Don't know	9
Refused	2

MF-13. Is one or are both of your parents living?

	Yes, both living	Yes, mother living	Yes, father living	Neither alive	Don't Know	Refused
4/24/05	26	30	7	37	*	1

(Asked of qualified respondents who have a living parent; n = 659)

MF-14. How often do you stay in touch with your mother or father by phone, email, mail, or personal visits?

	Less than once a month	Once a month	Several times a month	Once a week	Several times a week	Every day	Don't know	Refused
4/24/05	6	7	11	21	24	29	1	2

(Asked of qualified respondents who have a living mother; n = 582)

MF-15. What do you plan to get your mom for Mothers' Day?

	Flowers	Candy	Take her to a restaurant	Other	Nothing	Refused/Not applicable
4/24/05	23	3	15	55	5	6

(Asked of qualified respondents who have a living father; n = 359)

MF-16. What do you plan to get your dad for Fathers' Day?

	Book	Tie/article of clothing	Cologne/after shave	Other	Nothing	Refused/Not applicable
4/24/05	6	9	3	66	11	7