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**A MOTHERLODE OF MOTHERLY DATA!
HIGH MARKS FOR A DIFFICULT JOB; APPEARANCE MATTERS;
DEMOCRATS MORE THAN REPUBLICANS THE PARTY OF MOM**

Although the job of being a mom has become more difficult, Americans credit their moms more than their dads for contributing in a positive way to their development over the course of their lives. A new national survey of registered voters from Fairleigh Dickinson University's PublicMind finds that three-quarters (74%) of respondents believe moms have it harder today as compared with generations past, and by an almost two-to-one margin, Americans credit their mothers (46%) more than their fathers (24%) for cultivating positive traits over the course of their lives.

"All of the juggling that moms have to do today isn't easy, but apparently they're doing it well given the high marks Americans give to their moms for helping them grow in a positive way," said Krista Jenkins, director of PublicMind, professor of political science at Fairleigh Dickinson University and author of the recently published book *Mothers, Daughters, and Political Socialization: Two Generations at an American Women's College* (Temple University Press, 2013). "These numbers confirm what we all know. Moms are owed a debt of gratitude for their hard work, and that's especially true on Mother's Day."

Women (80%) and individuals with children (78%) are among those who are the most likely to perceive motherhood as something that's harder today than it once was, as compared with men (68%) and the childless (61%).

The poll also asked about things that might shed some light on why being a mom is perceived as harder today relative to generations past. For example, the difficulty of combining work and family is well known, as many women today struggle with the demands of a career and fulfilling the role of a good mother. Although hard at times, an overwhelming majority of Americans (86%) believe paid employment outside the home doesn't prevent one from being a good mom.

“Whether out of choice or necessity, many moms today are faced with the demands of ‘having it all’ at the same time and fret over the compromises they feel they make to their children. These numbers at least suggest that society no longer believes they’re doomed to failure,” said Jenkins.

If being a mom today is harder than it once was, one reason that’s revealed in the poll is the increased emphasis on appearance that moms today experience. Two-thirds (68%) believe mothers today are under more pressure to look youthful and fit relative to their mothers with only a fifth (21%) who say there’s been no change in emphasis, and four percent who believe less attention is paid to appearance today. Women (73%) are more likely than men (61%) to believe the change in emphasis has been for the worse and not the better

“Americans appear to believe that motherhood no longer provides any degree of respite from the cradle to grave monitoring of a woman’s appearance,” said Jenkins. “Moms today are expected to do it all well, and look good while doing it, even though being a good mom often leaves a woman with little time to herself.”

The poll also asked about whether children today rely too much, not enough, or draw the right amount of support from mothers today. On this, opinion is divided. A third (34%) think a maternal influence should be stronger, while a fifth (21%) believe kids are too tied to their mom’s apron strings, and a quarter (24%) say the mother/child bond is strong enough. Those with children are more apt to believe kids need their moms more (36%) as compared with those who are not parents (26%).

“We’ve all heard of the ‘Helicopter Mom,’ but apparently she’s less prevalent than is often thought,” said Jenkins.

Opinion is also divided over the use of technology as a tool for staying connected with kids and being a good mom. When asked about whether the use of cell phones and computers make it harder, easier, or no difference when it comes to mothering, a third (36%) believe they make a mom’s job easier, while opinion was equally split (28% and 25%) on whether they make no difference or make the job of mothering harder.

Turning to politics, registered voters were asked which party does a better job of representing maternal interests. Again, opinion is divided, with “neither” taking the prize (39%), followed by the Democratic Party (32%) and the Republican Party (20%).

Democratic moms also edge out Republican moms when it comes to a question about political women and the job they've done combining their political roles and motherhood. First Lady Michelle Obama (32%) and former Secretary of State Hillary Clinton (23%) are chosen more often than U.S. Representative (R-MN) and former presidential candidate Michelle Bachman (6%) and former Alaska Governor and one-time vice-presidential candidate Sarah Palin (18%).

“Even though the Democrats might feel vindicated by these findings, it's also true that the choice that garnered the most responses was neither party, suggesting that both Democrats and Republicans have some work to do in convincing Americans that they're the party for moms,” said Jenkins.

The Fairleigh Dickinson University poll of 863 registered voters was conducted nationally by telephone with both landline and cell phones from April 22 through April 28, 2013, and has a margin of error of +/-3.4 percentage points.

*Methodology, questions, and tables on the web at: <http://publicmind.fdu.edu>
Radio actualities at 201.692.2846 For more information, please call 201.692.7032*

Methodology

The most recent survey by Fairleigh Dickinson University's PublicMind was conducted by telephone from April 22 through April 28, 2013 using a randomly selected sample of 863 registered voters nationwide. One can be 95 percent confident that the error attributable to sampling has a range of +/- 3.4 percentage points. The margin of error for subgroups is larger and varies by the size of that subgroup. Survey results are also subject to non-sampling error. This kind of error, which cannot be measured, arises from a number of factors including, but not limited to, non-response (eligible individuals refusing to be interviewed), question wording, the order in which questions are asked, and variations among interviewers.

PublicMind interviews are conducted by Opinion America of Cedar Knolls, NJ, with professionally trained interviewers using a CATI (Computer Assisted Telephone Interviewing) system. Random selection is achieved by computerized random-digit dialing. This technique gives every person with a landline phone number (including those with unlisted numbers) an equal chance of being selected.

Landline households are supplemented with a separate, randomly selected sample of cell-phone respondents interviewed in the same time frame. The total combined sample is mathematically weighted to match known demographics of age, race and gender.

Mother's Day

When you think about mothers today, do you think their job has become harder or easier since the days of their mothers, or have things not changed? [Randomize order]

	All	Party			Gender		Age			
		Dem	Ind	Rep	Men	Women	18-29	30-44	45-59	60+
Harder	74%	74	65	80	68	80	54	78	78	76
Easier	11%	12	15	9	16	7	18	12	8	11
No change	10%	9	12	9	12	8	14	7	11	7
Unsure (vol)	4%	4	7	3	4	5	13	1	3	5
Refused (vol)	-	1	1	-	-	1	-	2	-	-

	Have Children		Education		
	Yes	No	HS	Some College	College Grad
Harder	78	61	74	75	73
Easier	10	14	11	12	11
No change	7	18	9	9	12
Unsure (vol)	4	7	6	3	4
Refused (vol)	1	-	1	1	-

If you were to identify who has played the most positive role in helping you become the person you are today, would you say your mom or dad is more responsible?

[Randomize order]

	All	Party			Gender		Age			
		Dem	Ind	Rep	Men	Women	18-29	30-44	45-59	60+
Mom	46%	50	40	45	38	53	44	40	45	50
Dad	24%	25	20	25	29	19	20	27	27	22
Grew up w/out parents	1%	1	1	-	-	1	1	1	-	1
Both (vol)	22%	19	22	25	24	20	25	25	22	20
Neither (vol)	5%	4	7	4	6	4	9	6	4	4
Unsure (vol)	2%	2	7	1	2	2	1	2	2	3
Refused (vol)	1%	-	2	-	-	1	-	1	1	-

	Have Children		Education		
	Yes	No	HS	Some College	College Grad
Mom	48	39	44	49	44
Dad	22	28	23	22	26
Grew up w/out parents	22	24	-	1	-
Both (vol)	5	6	25	19	23
Neither (vol)	2	2	6	6	3
Unsure (vol)	1	-	2	2	2
Refused (vol)	-	1	-	1	1

In your opinion is it possible or is it impossible for women to be good mothers and have successful careers, all at the same time?[Randomize order]

	All	Party			Gender		Age			
		Dem	Ind	Rep	Men	Women	18-29	30-44	45-59	60+
Possible	86%	90	87	81	85	86	96	80	87	83
Impossible	8%	6	10	12	10	7	1	10	8	12
Depends (vol)	5%	4	3	5	4	5	3	8	4	4
Unsure (vol)	1%	1	-	2	2	1	-	2	1	1

	Have Children		Education		
	Yes	No	HS	Some College	College Grad
Possible	84	90	81	88	88
Impossible	9	6	12	8	5
Depends (vol)	5	3	5	5	5
Unsure (vol)	1	1	2	-	2

In your opinion, are mothers under more or less pressure to look as youthful and fit as their mother did, or is there no difference? [Randomize order]

	All	Party			Gender		Age			
		Dem	Ind	Rep	Men	Women	18-29	30-44	45-59	60+
More pressure	68%	64	68	72	61	73	65	71	69	65
Less pressure	4%	3	5	4	5	2	3	3	6	2
No difference	21%	25	21	17	24	19	26	19	20	23
Unsure (vol)	7%	8	7	6	9	5	6	7	6	9
Refused (vol)	-	-	-	-	-	-	-	-	-	1

	Have Children		Education		
	Yes	No	HS	Some College	College Grad
More pressure	68	66	59	71	72
Less pressure	3	5	5	3	3
No difference	21	22	27	21	17
Unsure (vol)	8	6	8	5	8
Refused (vol)	-	-	1	-	-

In your opinion, do you think today's children rely too much on their moms, not enough, or do you think they get the right amount of support from their moms? [Randomize order]

	All	Party			Gender		Age			
		Dem	Ind	Rep	Men	Women	18-29	30-44	45-59	60+
Too much	21%	22	22	22	23	20	24	24	24	15
Too little	34%	27	32	41	34	33	28	36	33	36
Right amount	26%	31	23	24	27	26	32	25	25	25
Unsure (vol)	18%	20	21	11	16	19	13	15	17	23
Refused (vol)	1%	1	2	1	1	1	2	1	1	1

	Have Children		Education		
	Yes	No	HS	Some College	College Grad
Too much	19	30	21	18	24
Too little	36	26	36	38	27
Right amount	26	28	23	28	28
Unsure (vol)	18	15	20	14	20
Refused (vol)	1	1	-	1	2

In your opinion, does new technology like cell phones and home computers make it easier or harder for women to be good mothers today, or do they make no difference? [Randomize order]

	All	Party			Gender		Age			
		Dem	Ind	Rep	Men	Women	18-29	30-44	45-59	60+
Easier	36%	40	27	37	40	33	33	40	44	27
Harder	28%	24	28	33	25	32	27	25	26	34
No difference	28%	28	34	25	30	26	35	28	25	29
Unsure (vol)	7%	8	10	5	5	8	5	6	6	9
Refused (vol)	-	1	-	-	-	-	-	-	-	1

	Have Children		Education		
	Yes	No	HS	Some College	College Grad
Easier	37	35	38	30	41
Harder	29	28	27	30	28
No difference	28	31	28	31	26
Unsure (vol)	7	7	6	9	6
Refused (vol)	-	-	1	-	-

Which party do you believe has the best interests of mothers in mind, the Republicans, Democrats or neither? [Randomize order]

	All	Party			Gender		Age			
		Dem	Ind	Rep	Men	Women	18-29	30-44	45-59	60+
Republicans	20%	2	7	49	21	18	9	22	18	25
Democrats	32%	63	15	3	32	32	32	32	37	29
Neither	39%	29	66	39	41	39	44	43	38	35
Unsure (vol)	8%	5	11	8	6	10	14	3	7	10
Refused (vol)	1	-	1	1	1	1	1	-	-	1

	Have Children		Education		
	Yes	No	HS	Some College	College Grad
Republicans	21	14	20	21	19
Democrats	32	36	28	31	39
Neither	40	35	43	40	35
Unsure (vol)	6	13	8	8	7
Refused (vol)	1	2	1	1	1

If you had to choose, which of the following women has done the best job of combining the demands of political office and motherhood? [Randomize order]

	All	Party			Gender		Age			
		Dem	Ind	Rep	Men	Women	18-29	30-44	45-59	60+
Sarah Palin	18%	2	16	39	19	17	10	25	19	15
Hillary Clinton	23%	33	20	10	21	24	25	24	20	23
Michelle Bachman	6%	2	5	11	5	7	3	6	4	10
Michelle Obama	32%	51	28	13	29	36	28	27	40	32
Unsure (vol)	19%	10	27	23	24	14	31	16	16	19
Refused (vol)	2%	1	3	3	2	2	4	2	1	2

	Have Children		Education		
	Yes	No	HS	Some College	College Grad
Sarah Palin	20	10	20	20	15
Hillary Clinton	22	26	24	22	21
Michelle Bachman	7	5	5	6	7
Michelle Obama	32	34	30	29	38
Unsure (vol)	17	23	20	20	16
Refused (vol)	2	2	1	3	3

Exact Question Wording and Order

US1 and US2 released Tuesday, April 30
SC1 through SC3 withheld for a later release

Rent1 When you think about mothers today, do you think their job has become harder or easier since the days of their mothers, or have things not changed? [Randomize order]

- 1 Harder
- 2 Easier
- 3 Things haven't changed
- 8 DK/Refused (VOL)

Rent2 Which party do you believe has the best interests of mothers in mind, the Republicans, Democrats or neither? [Randomize order]

- 1 Republicans
- 2 Democrats
- 3 Neither
- 8 DK/Refused (VOL)

Rent3 In your opinion is it possible or is it impossible for women to be good mothers and have successful careers, all at the same time? [Randomize order]

- 1 Possible
- 2 Impossible
- 3 Depends (VOL)
- 8 DK/Refused (VOL)

Rent4 In your opinion, are mothers under more or less pressure to look as youthful and fit as their mothers did, or is there no difference? [Randomize order]

- 1 More pressure
- 2 Less pressure
- 3 No difference
- 8 DK/Refused (VOL)

Rent5 In your opinion, does new technology like cell phones and home computers make it easier or harder for women to be good mothers today, or do they make no difference? [Randomize order]

- 1 Easier
- 2 Harder
- 3 Make no difference
- 8 DK/Refused (VOL)

Rent6 In your opinion, do you think today's children rely too much on their moms, not enough, or do you think they get the right amount of support from their moms? [Randomize order]

- 1 Rely too much
- 2 Rely too little
- 3 Right amount
- 8 DK/Refused (vol)

Rent7 If you had to choose, which of the following women has done the best job of combining the demands of political office and motherhood? [Randomize order]

- 1 Sarah Palin
- 2 Hillary Clinton
- 3 Michelle Bachman
- 4 Michelle Obama
- 8 DK/Refused (VOL)

Rent8 through Rent11 withheld for a later release

Rent12 If you were to identify who has played the most positive role in helping you become the person you are today, would you say your mom or dad is more responsible? [Randomize order]

- 1 Mom
- 2 Dad
- 3 Grew up w/out parents (VOL)
- 8 Neither (VOL)
- 9 DK/Refused (VOL)

Sample characteristics – Registered voters**Gender**

Male	47
Female	53

Age

18-29	14
30-44	24
45-59	30
60+	30
Refused	2

Race/Ethnicity

White	71
Black/African-American	13
Latino or Hispanic	8
Asian	2
Other/refused	6

Census region

Northeast	20
Midwest	21
South	32
West	27

Education

HS or less	31
Some college	33
College graduate	35

Party identification (with leaners)

Democrat	45
Independent	15
Republican	35
Other	2
DK/Refused	4