

Parenting

Market Sentiments

Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.



Regional Interest

Shows general market interest online according to geographical location

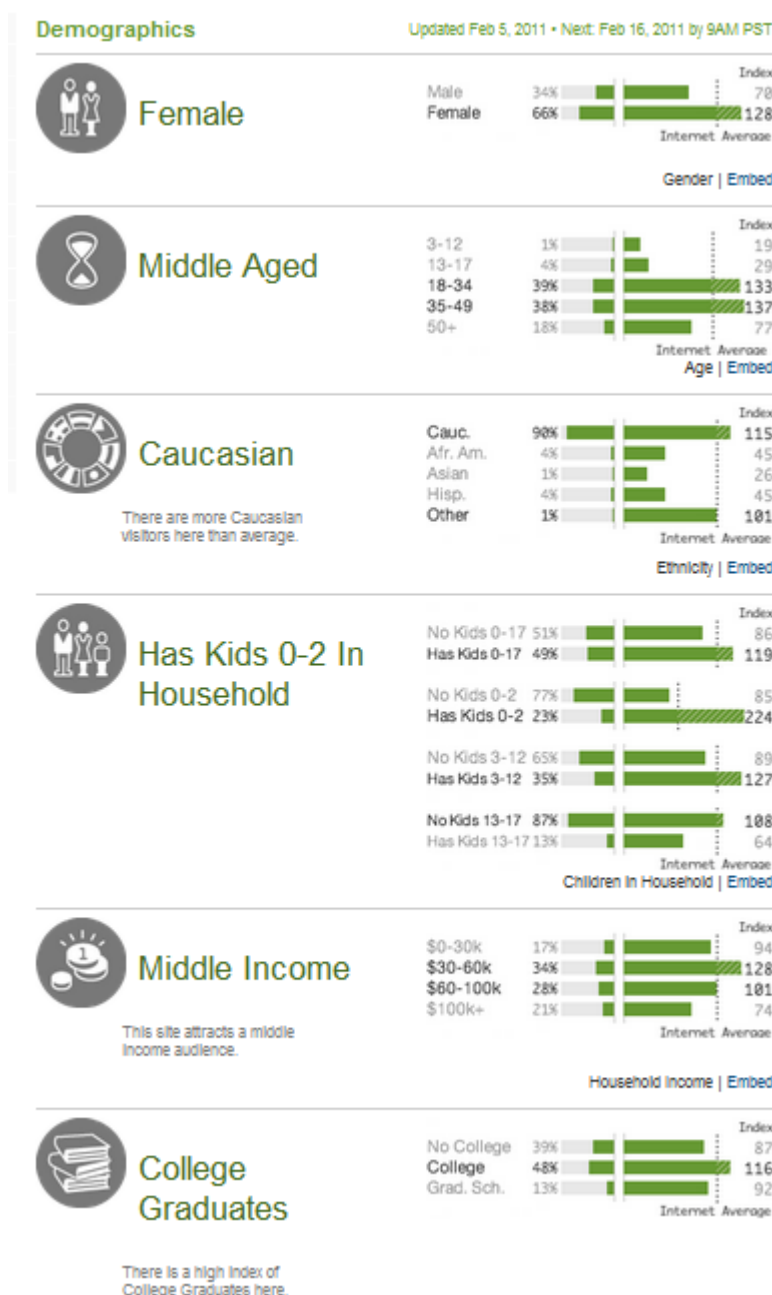
Regional interest		
1.	Jamaica	100
2.	Australia	42
3.	United States	40
4.	New Zealand	39
5.	Philippines	32
6.	Canada	29
7.	Singapore	23
8.	South Africa	22
9.	India	17
10.	Ireland	16

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

Demographics (data based on www.parenting.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

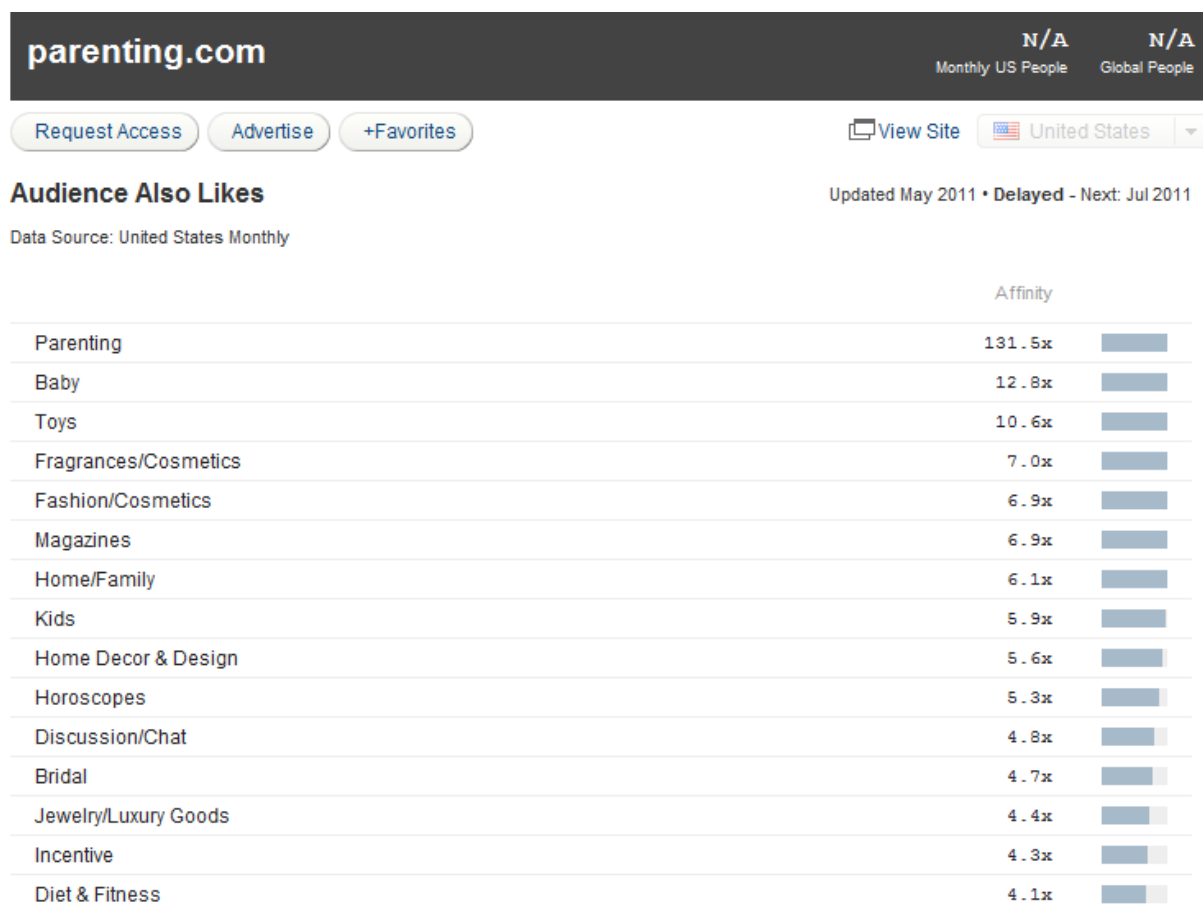
For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

Psychographics (data based on www.parenting.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.



Frequently Asked Questions

- Why are people required to take parenting classes before they become a foster parent, but not a blood parent?
- How do you make parenting decisions with your significant other?
- How much do you think parenting and environment affects the outcome of a person?
- What is a parenting philosophy and how do I write one?
- How many believe parenting/raising children is a cut and dry process?
- How can I go about starting a parenting group?
- Should parents be required to take a parenting class during the hospital stay when the baby is born?
- How do you deal with different parenting styles?
- What are all of the different parenting methods available?
- What is the best parenting arrangement for 5 year old starting school?
- What aspects of parenting are linked with the development of young children?
- How did your marital problems negatively affect your parenting?
- What influences our experience of fear? How does parenting style and culture affect a child's development?
- What are some of your best/most effective parenting tips?
- Why are parenting skills not considered a legitimate critique?
- How did you come about your parenting style?

- What parenting style do you use on your adolescent?
- How do compare the differences of parenting b/w two different cultures?
- What do you think is your best parenting attribute?
- Who is your role model in terms of parenting?
- How do you communicate your parenting style with your spouse to ensure the ebst for your child?
- How to get a parenting order?
- How do you do a parenting resolution with your spouse?
- Will your child development varies from home parenting and teachers' parenting?
- How do you discipline your child without scolding or be angry at them?
- At what age can a kid stay home by themselves while the parent runs a short errand?

Problems & Frustrations

- **Difficult to bring up children because of different beliefs**

My hubby is a lovely caring man, great partner, and a fantastic father, but he's also a raving lunatic fundie who frequents church every Sunday (sometimes twice!), goes to Bible study once a week, and reads Bible passages every morning before getting out of bed to face the day. We went through a terrible patch a few months ago when I "came out" of the atheist closet, and almost ended up separated (until his church advised him to stick with me and try to convert me so I don't go burn for eternity in hell). Because of our different beliefs, it's difficult to bring up children together. I've become so terrified of his indoctrination of them that I've started to resent any time he spends with them when I'm not around. It's become a bit of an obsession, and I've resorted to casual questioning of them on what they did with Dad while I was at the hairdresser, etc. Is there any way we can have an easier life instead of always fighting a battle when it comes to religion?

- **Entrance into school**

My youngest child was born during the month before the cut-off date for eligibility for entrance into school. I've been told by some people that it's better to hold a child back a year if they are this close to the cut-off. Also, it is becoming popular around here to deliberately give a child late entrance into school regardless of how close to the cut-off. The reason for this is to give the child the advantage of being the oldest in the class and the material being covered would be easier because they are more mature. I haven't found any evidence that either option is better in the long term and I'm not sure what I'm going to do yet. Does anyone have any thoughts on this?

- **Vaccinations for children**

My child has received all of the recommended vaccinations for his age, but I'm finding that the parents who tend to share my parenting philosophy regarding discipline tend toward leaving their children un-vaccinated. Would you let your child play with unvaccinated children? Is this something that should concern me? My child is now five, but what if I had another baby?

- **Raising a deaf child**

My wife and I just found out that our 3 month old baby boy is deaf. We had our suspicions and knew he didn't pass his hearing test on one side while in the NICU (he was there for a month when first born) but today he had a very accurate and detailed test and both ears failed. Of course the next step is for him to have a CT scan of his ears to find out about all the mechanics that he has or doesn't have but it's very clear that he cannot hear anything at all. We're devastated but we're dealing with it. Just looking for where to start in how you parent and raise a deaf child. I did some reading and know there are options as far as implants but we're not there yet. Any suggestions or advice would be greatly appreciated.

- **Parenting a young child**

We have a daughter who's just over 22 months. She's of age when she can understand what she can and can't do. For example, we are trying to teach her not to throw things. She will throw things when she gets frustrated or when she gets excited and does it for fun. However, my wife is much more of a softy than I am. I won't hesitate to give her a time out when she throws a tantrum and throws something. My wife won't object to this, but she can't resist but to go get her from her room after about a minute or two of crying whereas I would wait the full 5 minutes that we agree upon. I will also speak to her with a stern voice

to impress on her that I'm serious when I say she can't throw things. My wife will also tell her not to throw things but she speaks to her as though pleading with her (as in "honey, you're not supposed to throw thing, okay? Please?"). I would feel bad if I were to be any more stern with her as I question whether any harsher punishment is necessary, but then again I wonder if I'm being too much of a softy if I don't teach her that her actions have consistent consequences. On the one hand, if I were to give her a time out for every act of throwing toys or saying "NO!" to us, she'd be getting a time out 3 or 4 times a day which I fear would make my relationship with her unnecessarily unpleasant. On the other hand, if I weren't to do this, I fear not only might she become more defiant, but it would strain my relationship with my wife (since she feels guilty about even the slightest bit of punishment). How would other parents approach this as I've described above?

- **Don't know how to correct young child**

It seems that 4 years old, well, maybe starting in the 3's, is a very difficult age. I don't want to have her turn into a brat! When I tell her no for something, for example, watch a movie or tv, she gets angry and hits, scratches, pinches at me, screams, or throws things. What do we do with a 4 year old? How can I make her understand that this is not the right way to do things and that it will not let her get her way around things?

- **Victim of bullying**

I'm now a father of two, and my son went through a difficult period of bullying at school when he was about seven. Fortunately it was just one rather disturbed little boy, not a whole gang who were ganging up on him and ostracising him or anything. But it did really bother him for a while. I was getting close to really confronting the school about it, when it started to get better of its own accord (I think the circumstances of the boy concerned changed and he got over whatever was bothering him), and eventually faded away altogether. At the time, I could really see that my son had a "victim mentality" and was

making the problem worse by the way he attempted to deal with it - turning everything on himself, taking everything personally and becoming obsessed by things that to others were just little throwaway events. What can I do to make him feel more confident of himself and leave the bullying behind?

- **Educating children about sex**

I'm wondering how others may have dealt with their child's shyness or resistance to talking about "the birds and the bees" matters. My son is 11 and he knows some basics from some very general discussion we had years ago, but anytime I've broached the subject now he gets extremely self-conscious and professes no curiosity (which of course tells me that he must be!) and wants to avoid talking about it. He and I are very close, but he's quite private and isn't forthcoming about his feelings in general, let alone about sex. I can't 'force' information into him, and I'm unsure what the best track to take would be. Any experiences you can relate or suggestions?

- **Change in environment and behaviour**

My daughter is 7. Since we moved out of my parents house, in December 2009, she's been struggling with sleeping. We thought it was the transition into a new home and away from grandma and grandpa, but it's been over a year now and it hasn't improved much. She used to have bad night terrors and wake up screaming, hysterical, with nothing I could do to soothe her. Now she just can't fall asleep at all. She's up for a hour or more, almost every night from the time I get her in her room. I offered to let her sleep in my bed numerous times but she doesn't want to. She's never liked bed-sharing, even as a toddler. I don't know what to do for her. I'm at a total loss. Help please!

- **Sibling rivalry**

I currently have a 22 y/o, 19 y/o and 18y/o. Oldest two do not see eye to eye, never really have for the past 8 years. My 22y/o had problems in college, did not do the right thing at all, on her 5th year and the 19y/o one agreed to let her live with her and her room mates on campus. I felt it was not a good idea at the time. 22y/o was stuck needing a place to live, 19y/o one felt obligated to do it. I very wrongly let it happen. I thought oldest would go about her business, do what she had to do school, pt job and spend the extra time with her BF. Thought middle one would go about her business, she had her friends and school and pt job. But nope. Oldest one mothered middle one, both disapproved of each other and their doings. Oldest one became friendly with 2 room mates, middle one feels she "took" her friends away from her. They both blame me for allowing this to happen. I must say I knew at christmas break that things were not good, but really didnt realize how bad they were and just wanted my oldest to graduate and get out! Middle one says I only cared about oldest. She feels her friendships have been ruined, and she is living with these girls again in fall. As I write this, I want to say just get over yourselves, grow up and move on! But when you are in it, it sure is not that easy and probably not the right thing to say anyway. They both have very valid points, both play a part in the problems. I have spent 3 days trying to talk to them, reason with them, show each others sides etc. They are all home now for summer. it is like a war zone here right now. I know it is all a big adjustment to be home, it's all very fresh and will probably die down. But in the mean time what can I do? I do not want this to define our family, do not want sisters not talking to each other becassue of this. They have not been close since middle school, but that does not mean it has to get this bad. Any words of wisdom is appreciated.

- **Difficulty putting baby girl to sleep**

My little girl is almost 6 months old and she sleeps in bed with my husband and I. I nurse her down at night and nurse frequently throughout the night, as she wakes up. I am worried because she doesn't go down for naps very easily and when she does, sometimes she only sleeps for 30-45 min and I can tell that she's still tired but she won't go back to sleep. Sometimes at night, it can also be hard to put her to sleep, even when she is clearly tired. So the whole sleep issue is difficult for us but I am worried that somehow I am doing something that is making it difficult for her to get the sleep that she needs. She is, overall, a very happy baby and is very attached to my husband and I but doesn't let others hold her for very long. She does get fussy at times, when she appears to be tired, but seems to fight going to sleep quite often. Maybe it's just her temperament that makes it difficult for her to sleep easily but I feel like I must be doing something wrong. Does anyone have any suggestions for me? I do get tired sometimes and my little girl won't even let her dad put her back to sleep at night (she only wants me).

- **Difference in beliefs when it comes to toy play**

I have a strong belief that toy guns are awful, in fact toy weapons of any kind. My husband grew up playing Cowboys and Indians and soldiers and feels it 'never did him any harm' and they are completely harmless. He has a son who visits our house every other weekend and I feel strongly enough that I have asked that he does not bring any toys of this kind when he comes, this is mainly due to our small daughter being around and I don't want her subjected to this type of play if I can help it. I have three daughters so it's never been an issue to me but I tried explaining to my partner that if I did have boys I would be bending over backwards to stifle this aggression, there wouldn't be toy guns or swords, they would be discouraged from karate kicking, it wouldn't all just be laughed off with a "it's just boys

being boys" attitude. When my husband's son comes and starts playing, what I consider to be violent games, I explain to him we don't play like that in our house, that even pretend hurting or killing's not allowed. Am I overreacting or do I have a point?

- **Discipline problems**

I am having discipline problems with my child who is 6 years old. As he is the only child, he gets a lot of attention from his grandparents and often gets spoiled. I don't want him to turn into a brat! Should I use spanking to make him listen to me when I say no to his demands? Does it have any advantages over non-corporal discipline?

- **Disciplining a child from a broken family**

My grown up daughter has a 6 year old boy. He is a lovely lad, but his Mum and Dad are not together, and he only stays with his Dad during weekends. Mum is only 22 and Dad is 27, my little grandson behaves appallingly no matter what the situation, despite this he is very rarely told off, so when he comes to stay with us and is told off, he will scream for literally two hours for the slightest thing. We are at our wits end with our daughter, as she will not discipline him, and has been told that it will curtail his development. He is a nice little boy, but has no communication skills and is very aggressive. How do we help them both?

- **Feeding problems**

My son is 1 year & 3 months old and our doctor recommended moving him from a diet of formula & baby food to regular food. Well, the transition has been a pain in the ass so far and we cannot get him to eat any "real" food at all. My wife bought a bunch of toddler meals so that he can start eating some real food but usually we can only get 3 - 4 spoonfuls into his mouth before he starts spitting everything out or flinging it onto the floor. We've tried everything we can think of but if it isn't a bottle or baby food he won't eat it and gets

quite angry with crying while we try to feed him. I know he's hungry and he'll take little nibbles of food off our plates while we eat but otherwise he would rather scream his head off than sit in his highchair and eat an actual meal. After two weeks of this, my wife and I have no idea what to do to correct this situation. Our doctor's advice was to only feed him real foods and not to give in to him no matter what. Even if it means having him sobbing with tears while sitting in his high chair. I just can't do that. He's just a baby and needs all the nourishment he can get and denying him a bottle or baby food seems like a horrible thing to do. If anyone has been in a similar predicament, I'd appreciate any suggestions or advice you might have.

- **Fear of child being bullied by others**

I'm having parenting problems. I have a two and a half year old son who can be a bit hyper but is also very sensitive. I quite often have to tell him not to push other kids (he likes to kind of lean on/ roll on/ lightly push other kids, so it's not anything really violent). I stop him from doing this because a lot of other parents get concerned. But I am afraid that he gets bullied sometimes at the playground by other kids who are around his age. I know it's good for kids to figure out how to deal with these kinds of situations themselves, and I wonder if I have made my child into a target by telling him in other situations that it is not good to push/ grab. How do you get a 2.5 yr old to not initiate the pushing but still stand up for himself and fight back? How have you dealt with this kind of thing?

- **Difficulty in disciplining a violent child**

I've been a single Mum to my only child, now 9 years old, since he was 3. The Father lives in another country and shows little interest in parenting and pays no support. My trouble is that my son has become very violent when he doesn't get his own way, to the extent that he has threatened me with knives, punched me, hit me with objects, torn up valuable photos and even caused me to end up in emergency after throwing chemicals in my eyes. I

am a very passive person and find it hard to discipline him, and I fear that I have let him get away with such behaviour in the past so that now he believes it is normal to act in violence to get what you want. He went to see a child councillor 5 times and refused to go again to the point that he hit me on the head with a plank so that I couldn't take him there again. I have been to a councillor myself and have gained some strategies in assertiveness. My Son still has the upper hand from years of thinking he is in charge. Has anyone got any suggestions for me please?

- **Disciplining a ADD child**

The school informed that they have caned my son this morning (Tuesday) after the deed been done. The form teacher tells me my son has hit a girl and pulled her hair on Friday. My son has ADD (attention deficit disorder), he tends to be impatient n impulsive. When I ask my son what happen after he came home, he told me that the girl cut queue, he just wanted to stop her. I do not approve of my son's actions and thinks he should be disciplined as well, but not necessarily the same way as how the school did it. The question is why was I not informed of the incident before the punishment is carried out? Also, now the school want me to sign papers to say that I know about the punishment and agree to it. Should I sign?

- **Don't know when to teach children about saving and financial responsibilities**

Some of my family and friends think that I am taking it a little far, but I make my kids put a certain amount of their allowance in the bank every week. I have twins that are 8 years old.. Do you guys think that I am taking this too far or is 8 old enough for them to start learning about saving, financial responsibilities, etc?

- **Problem of leaving child alone**

When I had to run a 10 minute errand, my child was mad because I made him quit what he was doing, put on his shoes, and ride along. At 8 he insisted that he was old enough to be at home by himself for a few minutes. I was the youngest of four kids so I don't remember ever being left alone until I was well into my teen years. I'm wondering if my own experience is clouding what is appropriate. What are the rules?