

# PARENTING THE PLURALS

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Kids who are under age 16 have inherited a new label—the Plurals. The name is a nod to their primary diversity, but it's also a marker for many other distinctives, including these two (according to researchers with Frank N. Magid Associates):

- **There is no “traditional” family.** Only two-thirds of Plurals are growing up in a traditional two-parent family—compare that to four out of five Gen Xers. A quarter-million children are being raised by same-sex parents.
- **Some kids have parents who are Boomers, and some have parents who are Gen Xers—and their beliefs vary accordingly.** Kids who have younger parents are *much less likely* to say that dependability and respectfulness are “important qualities.” Younger parents are raising kids who are much more likely to show pride in individuality and a commitment to learning from their mistakes.

In general, here's a breakdown in the differences between the Plural-parenting styles of parents from both generations:

## Gen X Parents

- Protect via surveillance
- Focus on what's best for my children
- Teach child how to be successful
- Realism means doing what you are good at
- Only the best win

## Boomer Parents

- Protect via involvement
- Focus on what's best for a group of children
- Give children what they need to be successful
- Aspirational means you can do anything
- Everyone wins