

# newsworthy trends

## America's Kids Reveal What Makes A Great Mom

(NAPSA)—Many moms often find they have to repeat themselves to their kids, and it may seem like they are not getting through. However, according to a recent national survey, 76 percent of kids say their mom gives them the best advice.

The survey also revealed that while 46 percent of kids say they always say “thanks” to their mom for her help, an overwhelming majority of kids (85 percent) believe they should thank their moms more than they do.

“Kids don’t often tell their parents directly that they appreciate their advice, but when other people ask children, they often do say this,” said parenting expert Dr. Martha Farrell Erickson, director of the Children, Youth and Family Consortium at the University of Minnesota. “I think that’s an important reality: children depend on their parents, especially their mothers, for the best guidance and advice.”

### Recipe for a Great Mom

In the survey, conducted by Cheerios, kids also were asked to select characteristics of a great mom. According to the respondents, the top three characteristics of a great mom are supportive (74 percent), understanding (73 percent) and inspiring (34 percent). Funny (30 percent) and giving (30 percent) followed closely behind.

Renae Luedtke, mother of four, from Minneapolis, believes this is an important role. “The

Which of the following best describes a great mom?

Supportive - 74%

Understanding - 73%

Inspiring - 34%

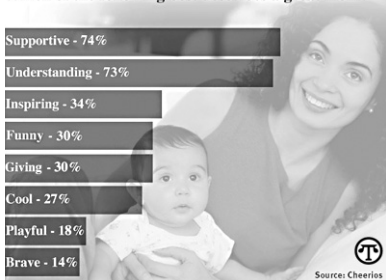
Funny - 30%

Giving - 30%

Cool - 27%

Playful - 18%

Brave - 14%



most gratifying feeling a mother could have is knowing her kids understood all her efforts over the years to give them success in life. I would feel so proud if they knew I was an influence.”

### A Key Ingredient to a Kid's Success

Moms play an important role in their kids' achievements. For 37 percent of kids, support and encouragement from their moms was cited as the number one way she helps them succeed each day. More than one-fourth (27 percent) of kids selected “she believes in me,” while 20 percent chose “help with homework and projects” as most important to their daily success.

Moms know Cheerios are a healthy way to start their family's day, and according to the survey, kids agree. One-third of the respondents believe mom likes to serve her kids this cereal because a nutritious breakfast starts the day out right. The cereal company has been listening to kids and moms for more than 60 years.