

A Snapshot Of Today's American Family

(NAPSA)—What do today's families value? That may depend on whom you ask.

While children, teens and adults may have different priorities, a recent survey by Grassroots™ and Harris Interactive found that family values appear to be strong despite the influence of pop culture and technology.

Forty-six percent of parents say their families are tighter now than when they were children.

Today's families typically rely on and look to each other for the basics—advice, problem solving, sharing experiences and learning right from wrong. Parents are seen as the problem solvers by 60 percent of children, and 82 percent of teens say they learn right from wrong from their Moms and Dads. When asked to identify their heroes, teens and children again pointed to parents as the people they look up to most.

Celebrities do have a role Oprah Winfrey won the popular vote for the first woman president (25 percent among adults and 35 percent among teens), but overall, Mom knows best and was cited as the primary decision maker, clearly wearing the pants in the family.

While results were largely positive, it did raise several red flags on issues such as quality time and intimacy. Families still eat dinner together; however, they often watch TV while eating. Parents surprisingly clocked the most hours in front of the TV with an average of 5.8 hours each week-day, while teens watch 3.7 hours.

The survey also shows that parents display less affection as their children become teens. While 30 percent of parents say they hug their children five or more times a week, 28 percent of teens say they get hugged less than once a week. Parents also



Mom wears the pants in the family, a new survey shows.

say they spend a full hour more each day with their children than kids acknowledge.

The survey was conducted for Grassroots™, a new line of naturally-sourced products created for the entire family. The line includes products for face, body, hair, post-pregnancy, babies, kids and even pets. Blended from pure essential oils, the products are free of animal ingredients, artificial colors or fragrance and are not tested on animals.

For more information, visit Kohl's department stores nationwide or visit www.grassrootslife.com or www.kohls.com.