## What's the Key to Raising Confident Kids? Here's What the Majority of Parents Say...

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82% of parents are making a daily, concerted effort to raise their children to be confident, according to a new survey.

A poll of 1,000 parents of school-aged children found 47% said they make sure they themselves are a good example of confidence for their children.

And 54% inspire confidence in their kids by allowing them to do things themselves.

The study, conducted by OnePoll in conjunction with <u>Stokke</u>, aimed to determine how parents approach their child-rearing habits and discovered 73% said seeing their children exhibit confidence makes them feel like they've mastered their parenting skills.

Additionally, 74% said having a close relationship with their children is vital to their kids' confidence.

Parents also hope to boost their kids' overall confidence by celebrating milestones. However slight, 78% of parents

make an effort to celebrate all those little "firsts."

From a baby's first time eating solid food, to their first lost tooth, to middle and elementary school graduation, parents want to make sure they acknowledge all the moments in their kids' lives.

At five years old, the average parent pushes their kids to brush their teeth on their own and pick up their toys without any assistance.

Then, at six years old, the average parent will allow their kids to make their own bed and also assist with meal preparation.

Upon seeing their children show confidence for the first time, 62% found themselves incredibly happy while 47% couldn't help but be proud parents.

From hearing their child give a speech in front of a large crowd with boldness and assuredness to doing their homework all by themselves, parents will always remember the times their child showed confidence and independence.

However, for one in seven, having their children gain independence was bittersweet.

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Beyond raising independent children, parents are encouraging their children to think critically. 79% of those surveyed said they encourage their child to think critically and use logic on a daily basis.

"Confidence is one of the best gifts a parent can give a child. A child that grows up having faith in their abilities is fearless and ready to take on the obstacles life will bring on," stated a spokesperson for Stokke. "They feel free to pursue their passions. They believe in their dreams, big or small, and have the courage to follow them.

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"When a child is closely connected to their parent, the security they feel enables them to push beyond their comfort zone. This allows children to give in to their natural sense of curiosity, explore and learn."

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