

Chart 1

KNOWING... DOING?

Percent of Parents of 6-15 Year Olds Who Say...

“...Children Are Better Prepared to Make Wise Choices When Parents Talk to Them Openly About Sensitive Subjects from an Early Age”

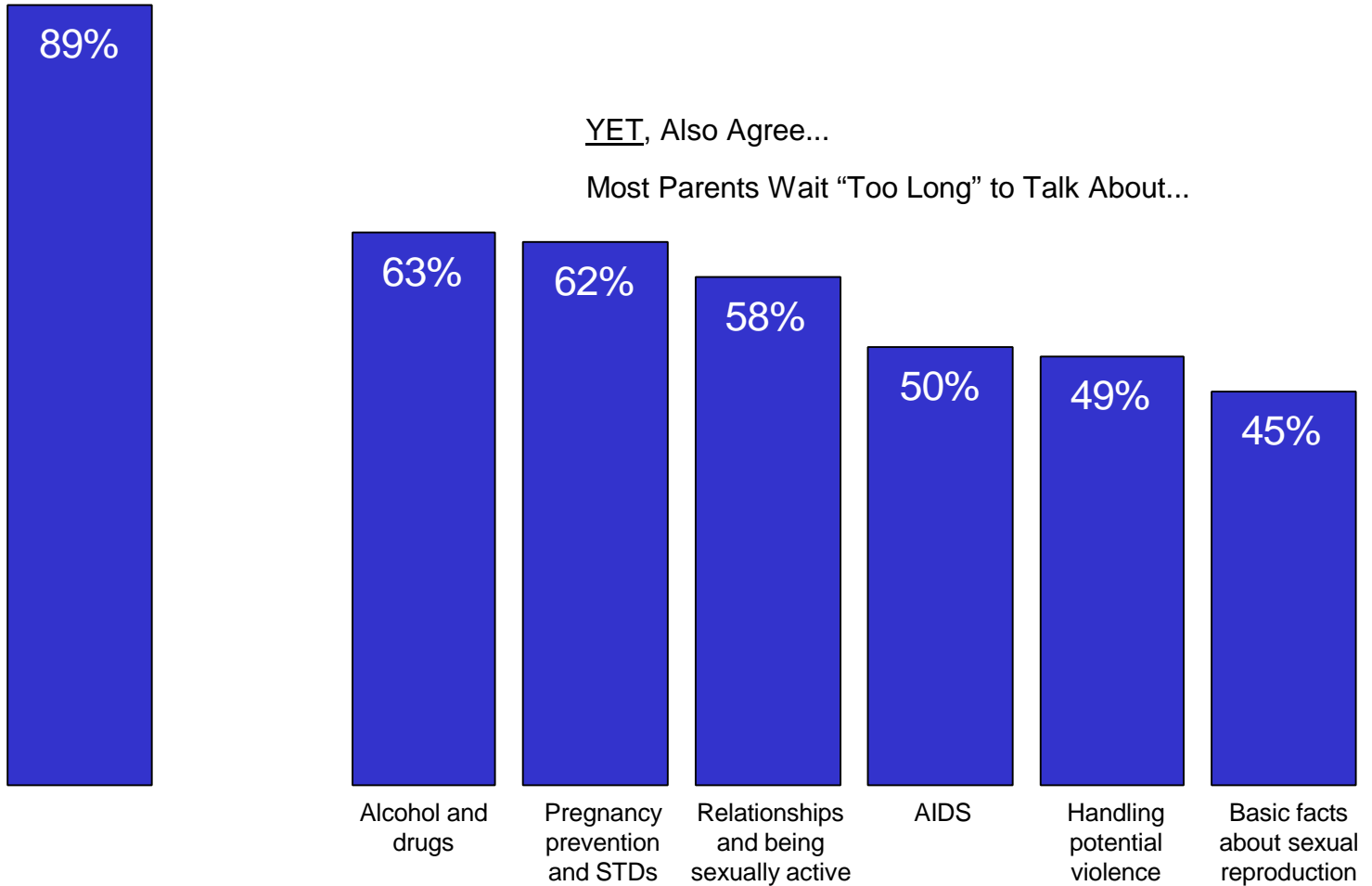
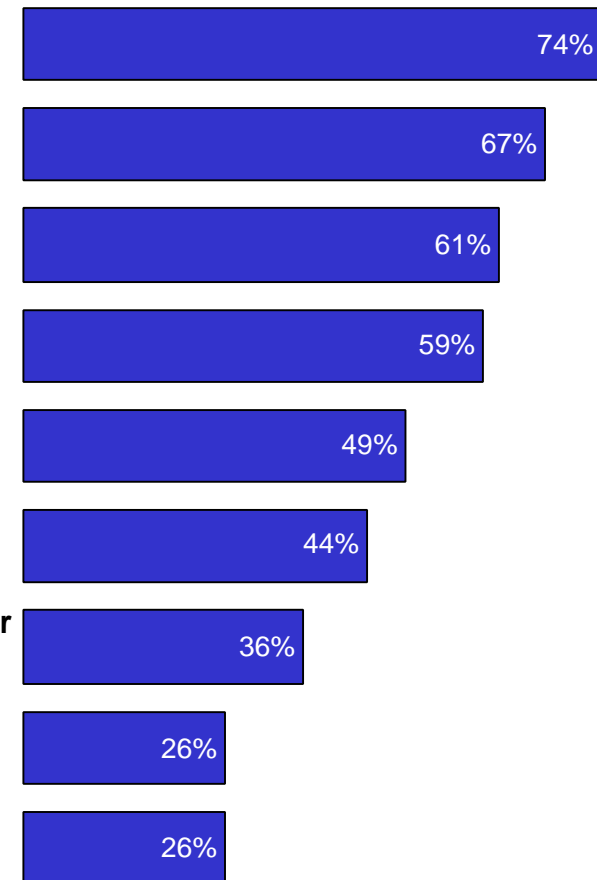


Chart 2

THE MESSENGERS

Percent of Parents and Kids Who Say Each is an Influential Source for Kids on Issues Like, Sex, AIDS, Alcohol and Drugs , and Violence

Parents of 10-15 Year Olds Who Say Each Has “A Lot” of Influence ...



Kids Ages 10-15 Who Say Their Peer: Find Out “A Lot” From...

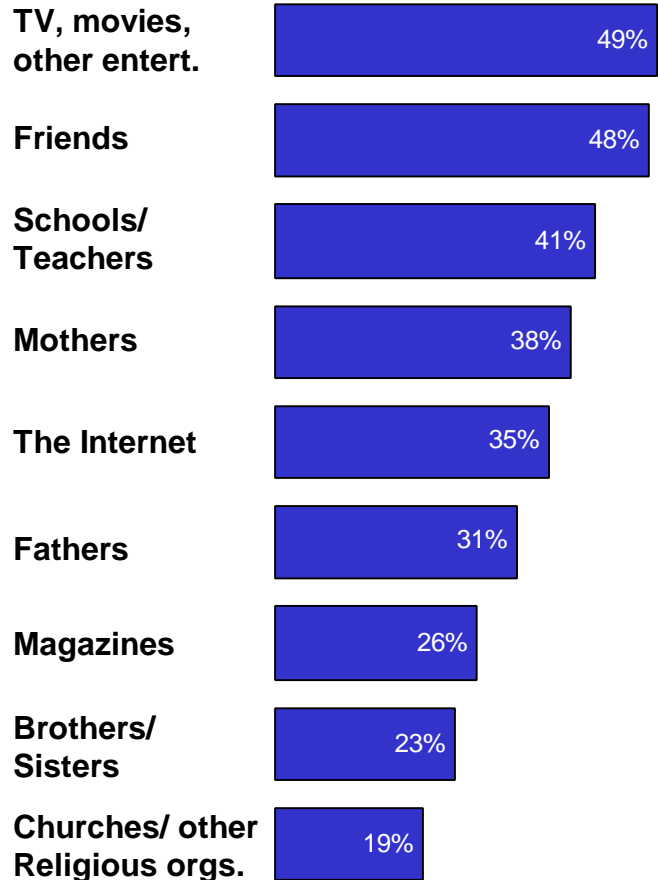


Chart 3

A WINDOW OF OPPORTUNITY

Top Five Sources Kids Say Their Peers Find Out “A Lot” about Issues Like Sex, AIDS, Alcohol and Drugs, and Violence From...

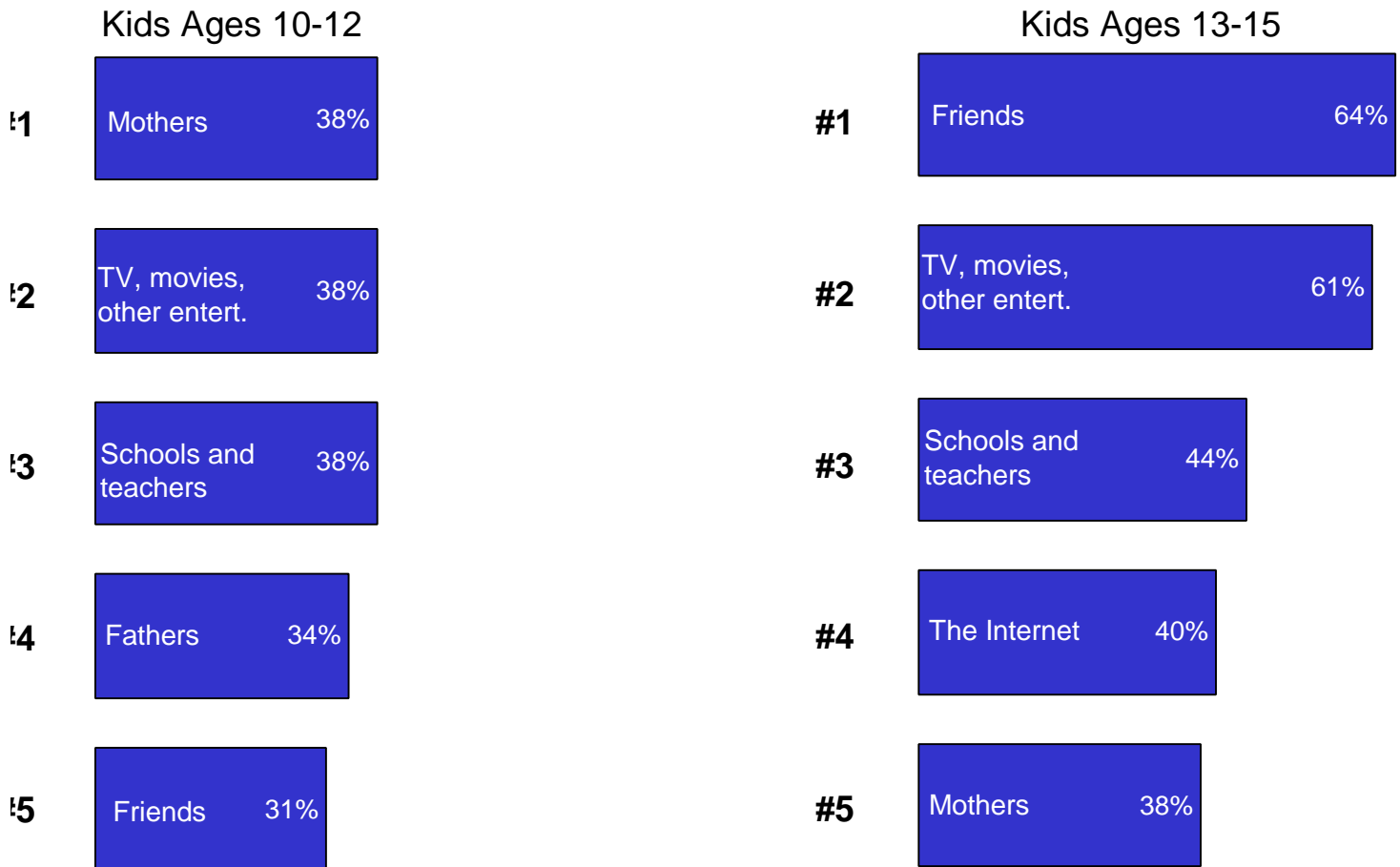


Chart 4
PARENTS MATTER

Percent of Kids Who Say They Personally Found Out the “Most” About Each Topic *From Their Parents*

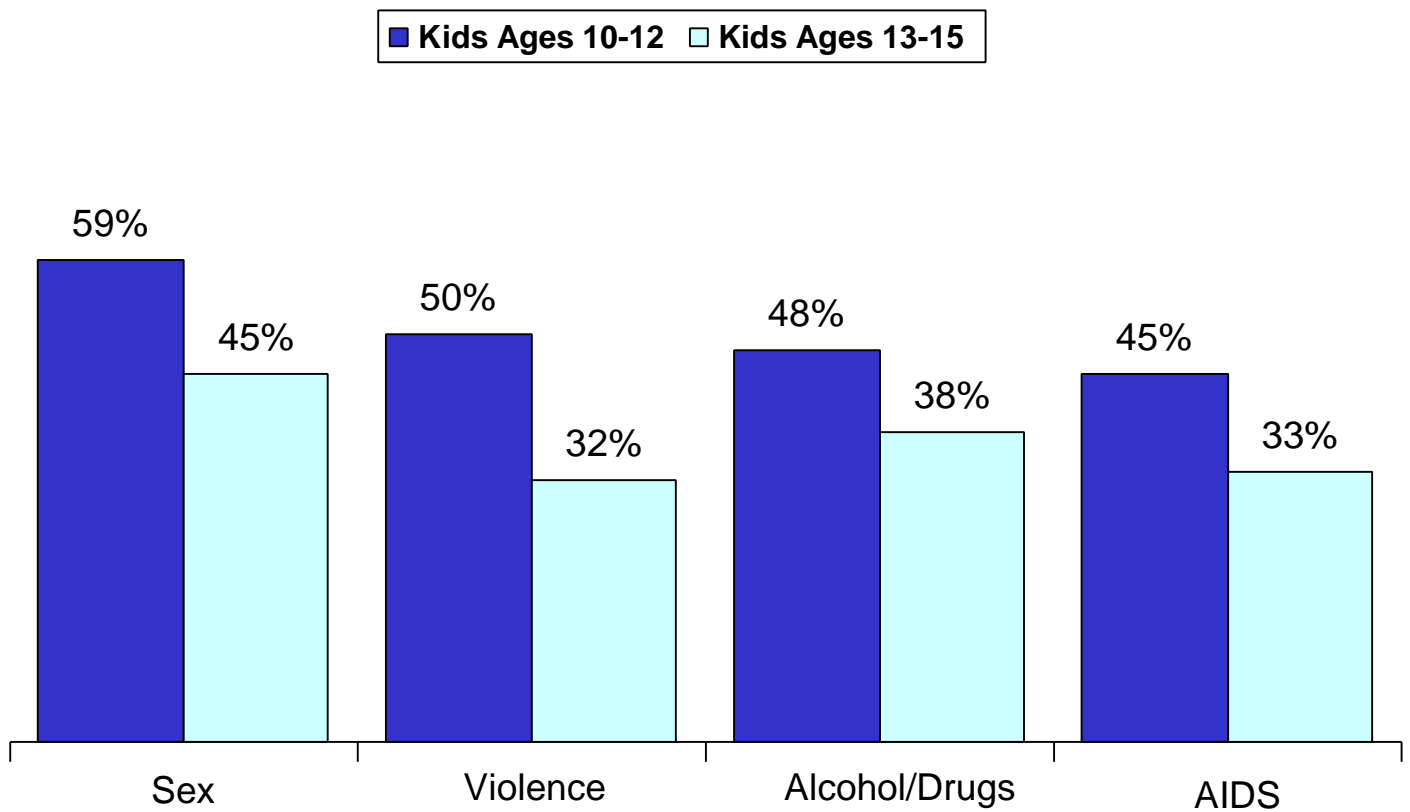


Chart 5

MOTHERS AND FATHERS TALKING THE TALK

Percent of Kids Ages 10-15 Who State a Preference for Feeling More Comfortable Talking with *One Parent or the Other* on Each Topic...

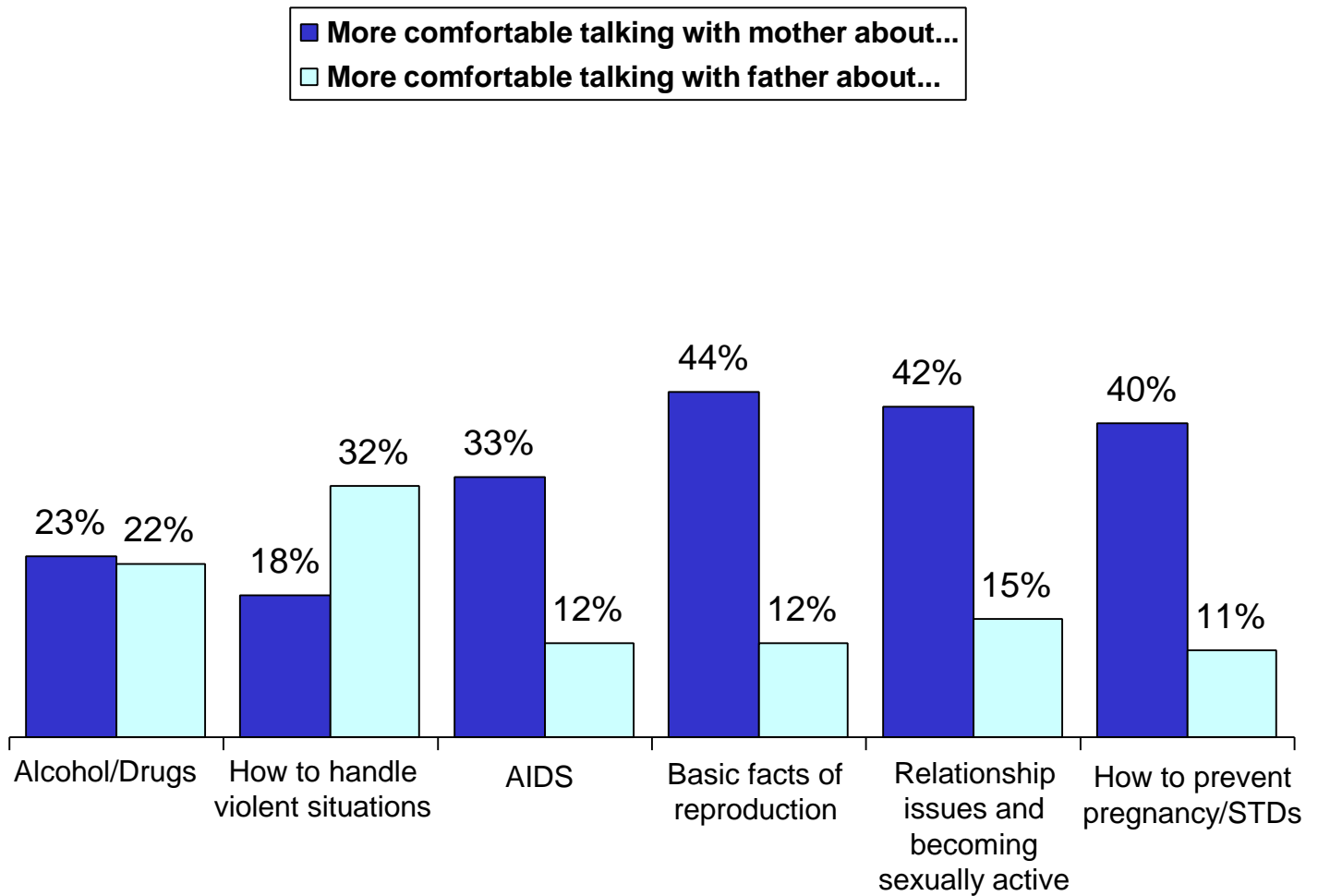
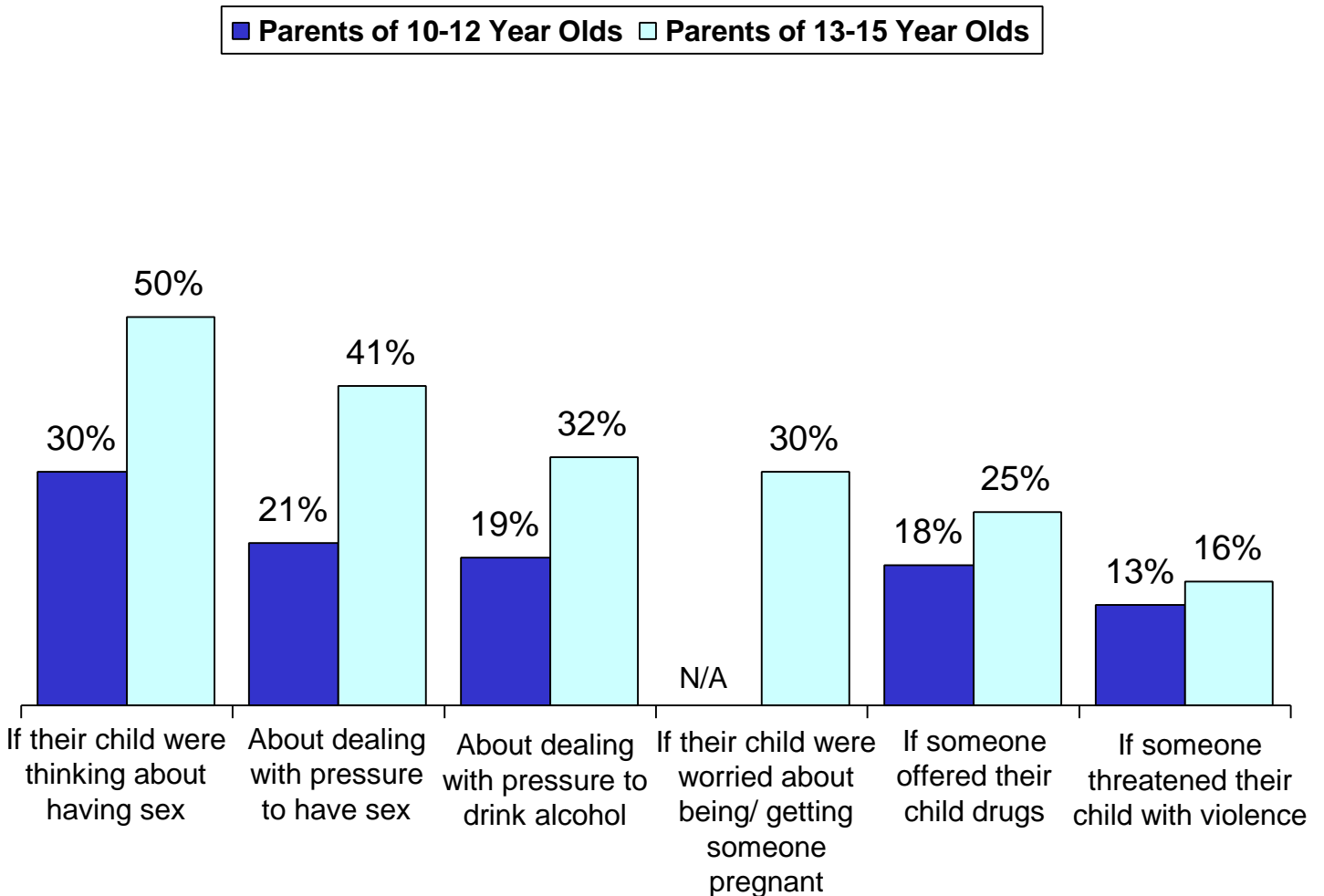


Chart 6

DO YOU KNOW WHERE YOUR KIDS ARE GETTING ADVICE AND GUIDANCE...

Percent of Parents Who Think Their Child Would Go to Someone Other than Them or the Other Parent for Advice and Guidance...



Family Foundation/Children Now *Talking With Kids About Tough Issues*, A National Survey of Parents and Kids (conducted September 15-October 15, 2010)

Chart 7

TALKING...BEFORE SOMEONE ELSE DOES

Percent of Kids Who Say They Would Go to Someone Other than Their Parents for Advice and Guidance...

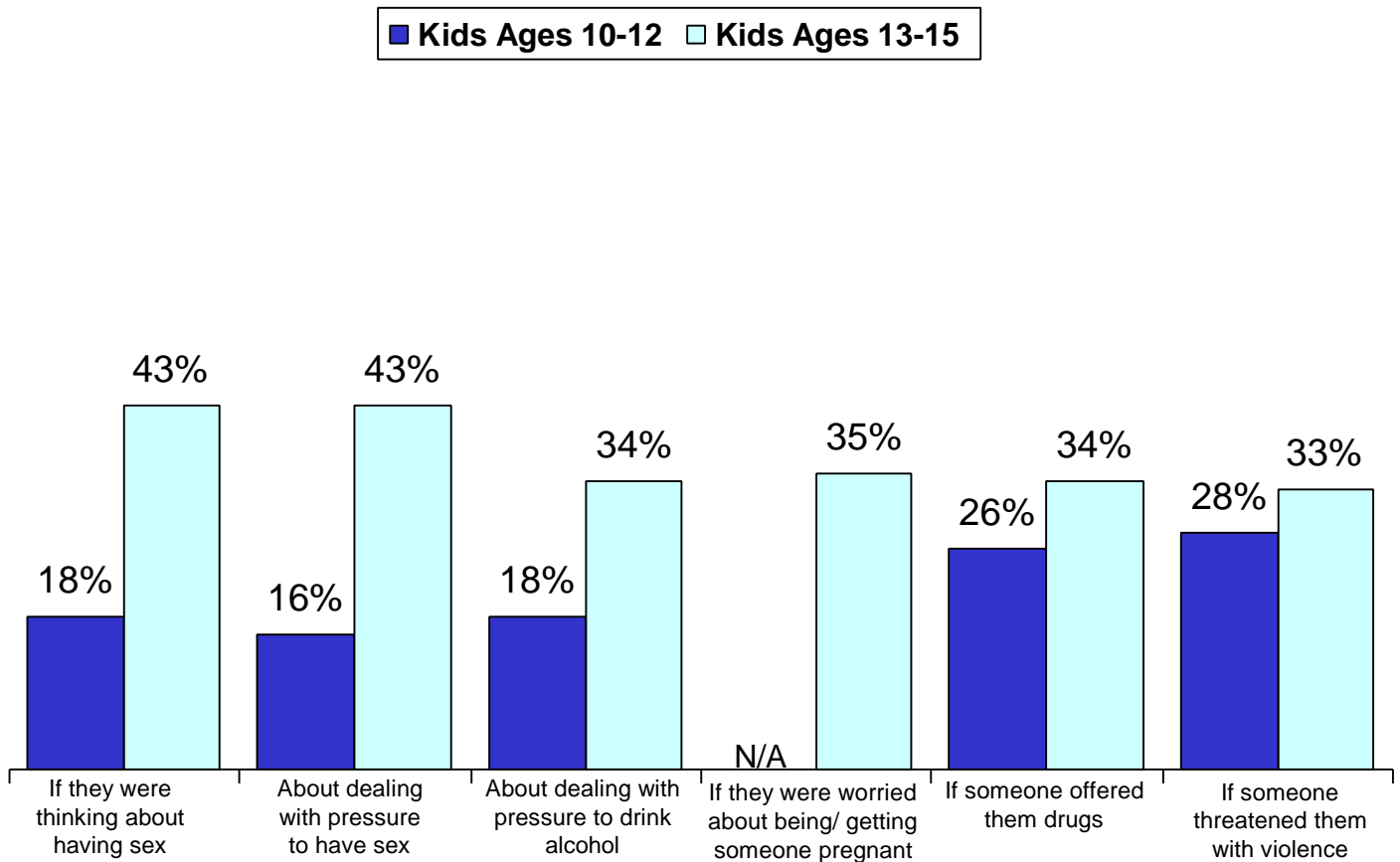
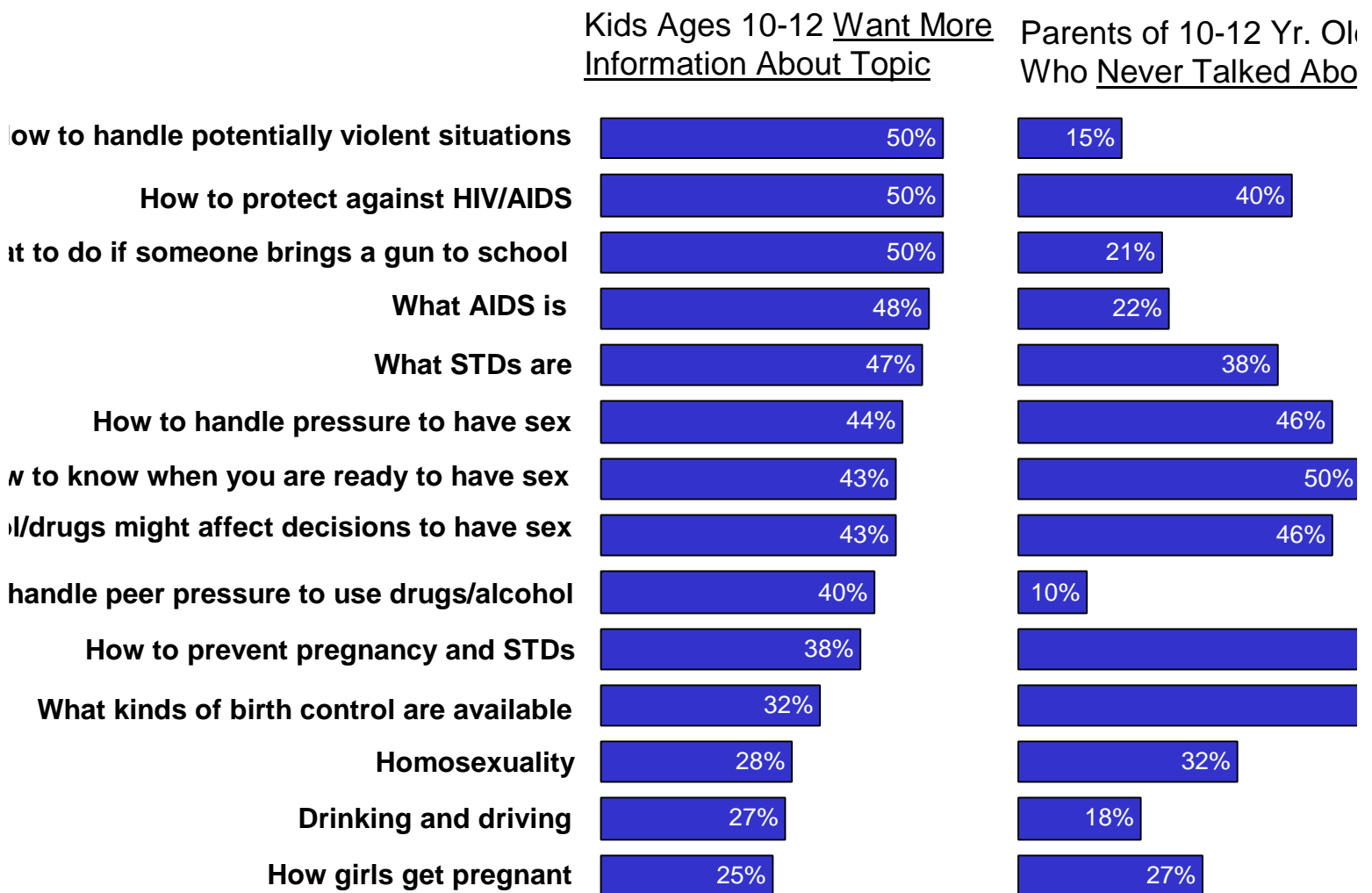


Chart 8

WHAT KIDS WANT TO KNOW, WHAT PARENTS DON'T TALK ABOUT

Percent of Parents and Kids Who Say ...

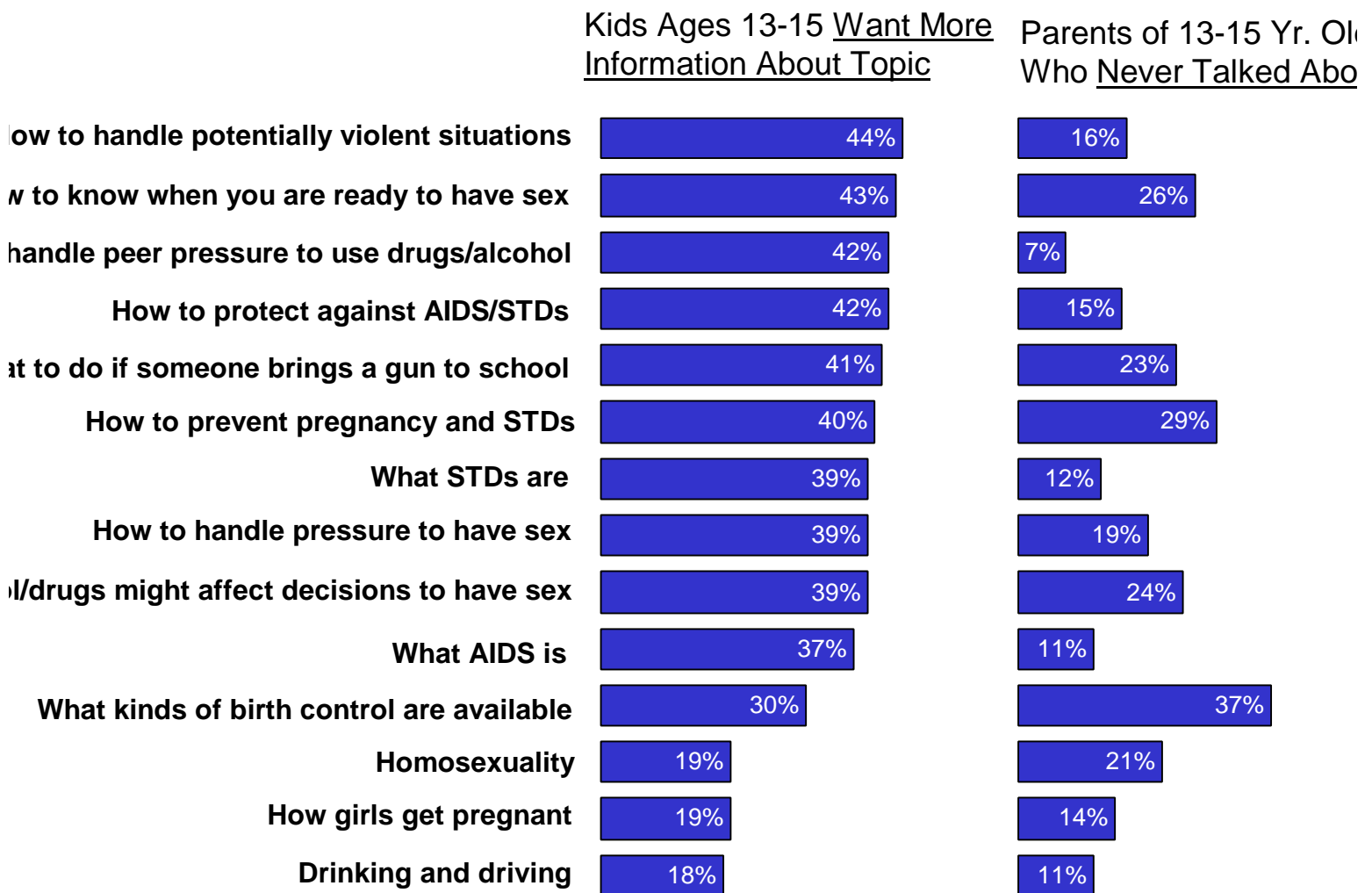


Family Foundation/Children Now *Talking With Kids About Tough Issues*, A National Survey of Parents and Kids (conducted September 15-October 15, 2010)

Chart 9

...KIDS STILL NEED TO KNOW MORE

Percent of Parents and Kids Who Say ...



Family Foundation/Children Now *Talking With Kids About Tough Issues*, A National Survey of Parents and Kids (conducted September 15-October 15, 2009)

Chart 10
TALKING...

Percent of Parents Who Have Talked with Their Child About...

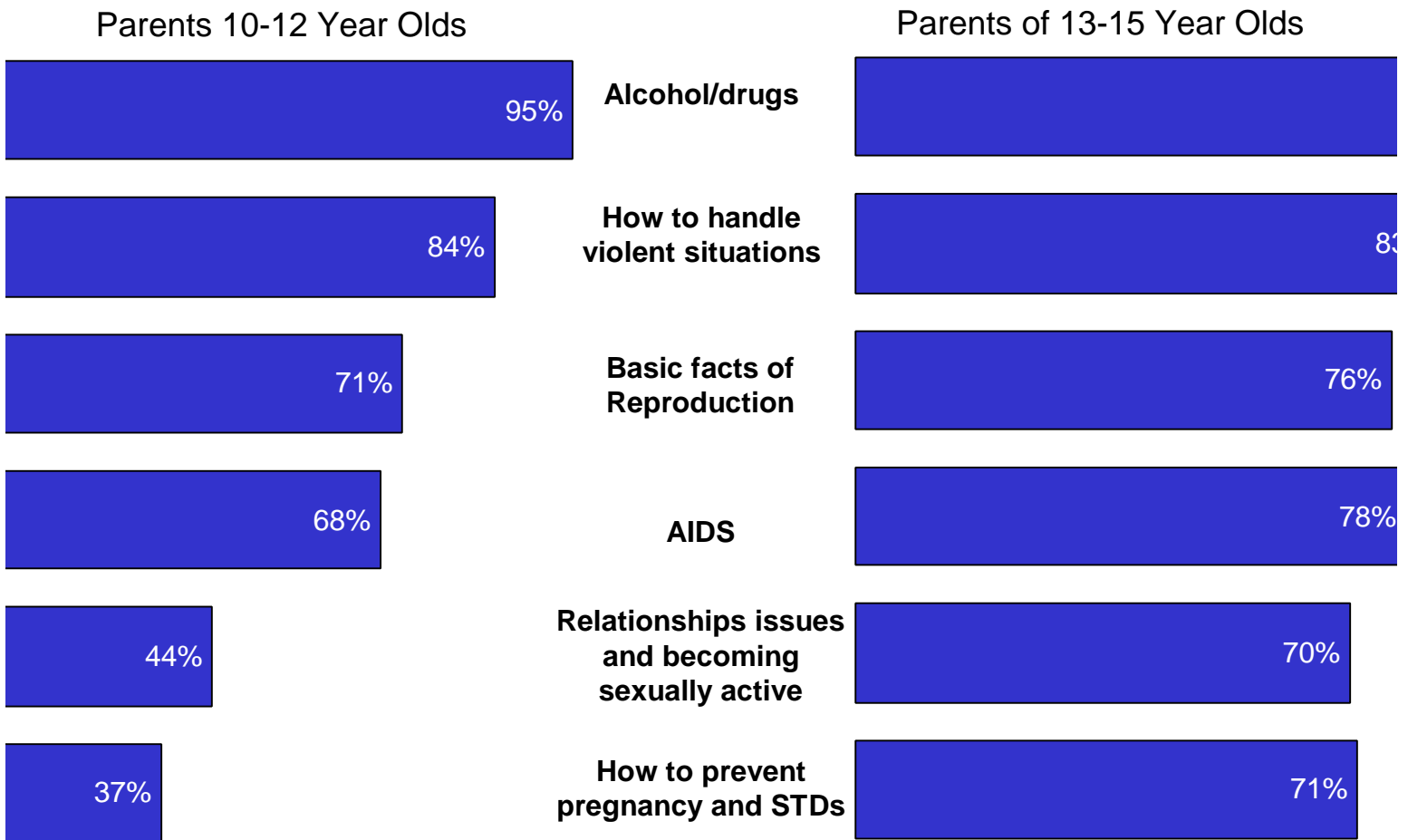


Chart 11

...WHILE THEY ARE STILL *JUST TALKING*

Percent of Kids Who Say Their Parent Has Talked With Them About...

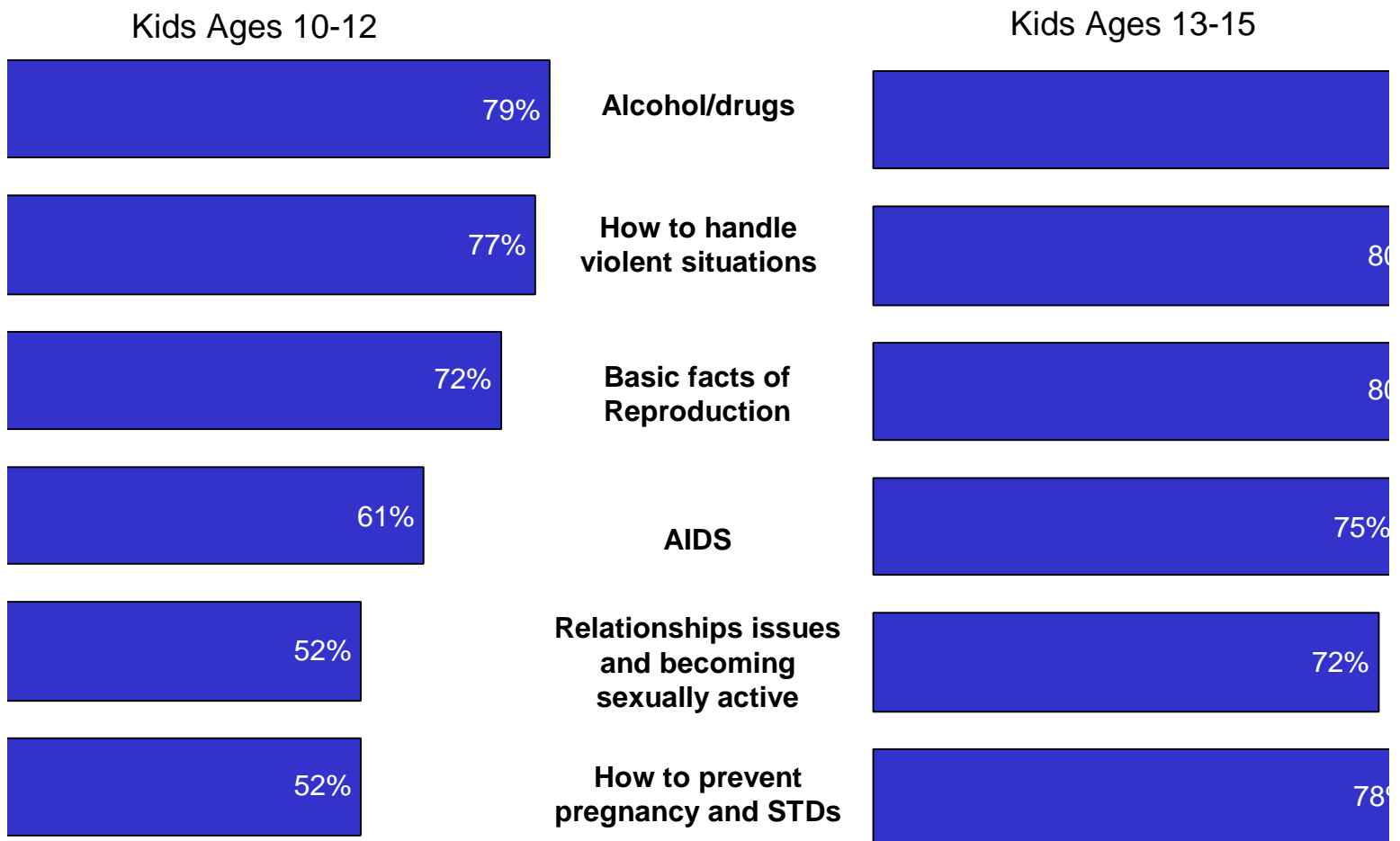


Chart 12

IS IT TOO LATE WHEN PARENTS WAIT?

Percent of Parents Who Say Their Child Initiated Conversation on Topic...

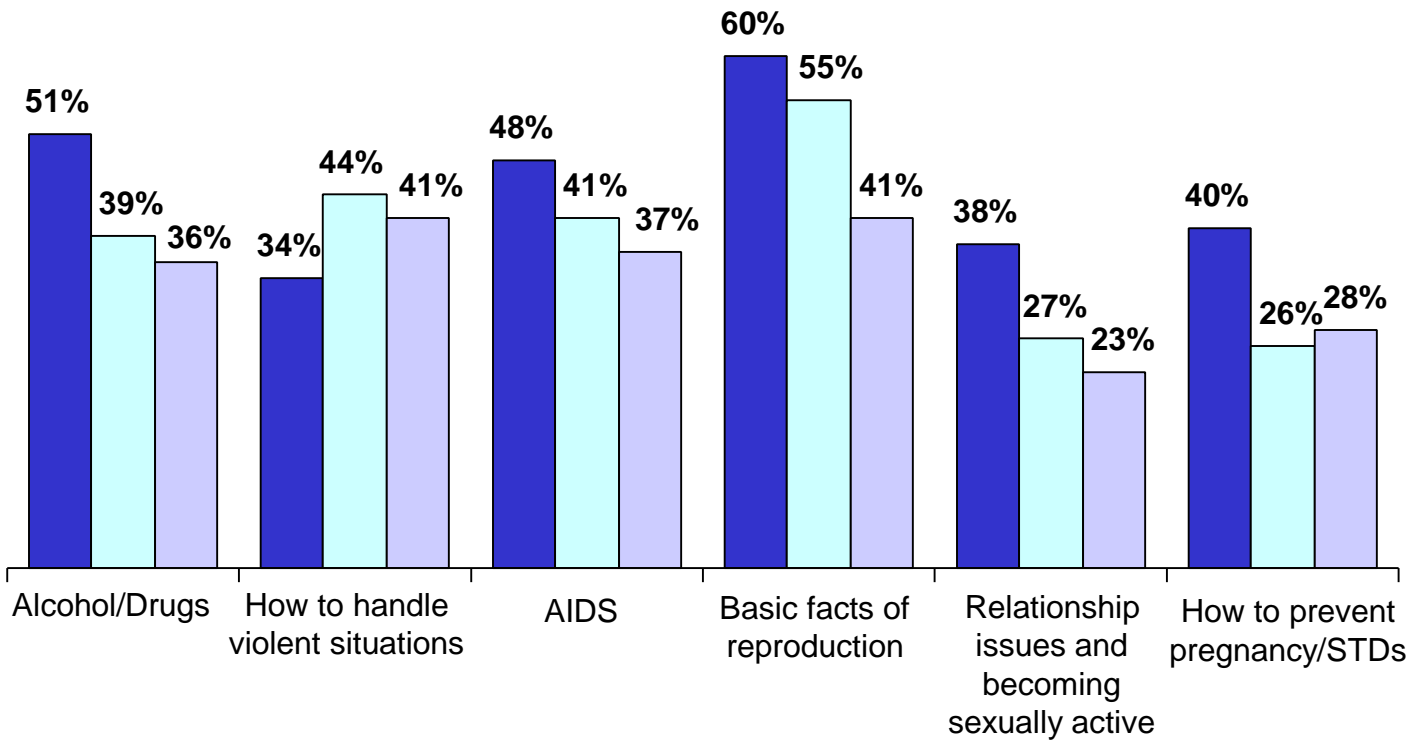
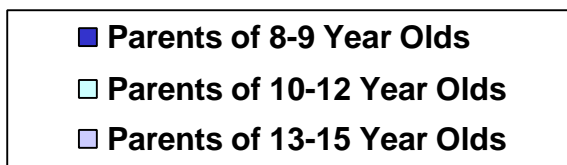


Chart 13

MIS(S)ED COMMUNICATION

of Parents and Their Kids Ages 10-15 Who *Disagree* About Whether They Talked

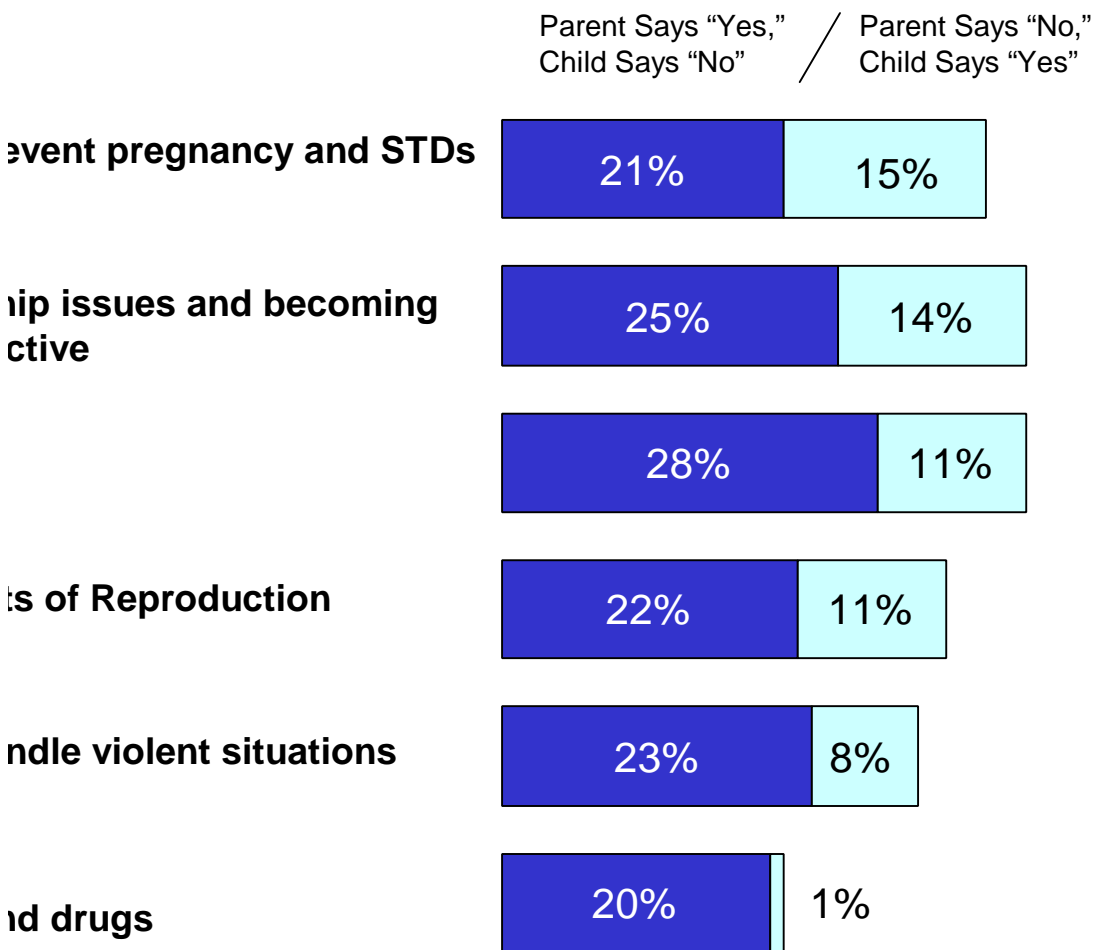


Chart 14

RATING THE TALK

of Kids Ages 10-15 Who Say When They Talked about Each Issue Their Parent S

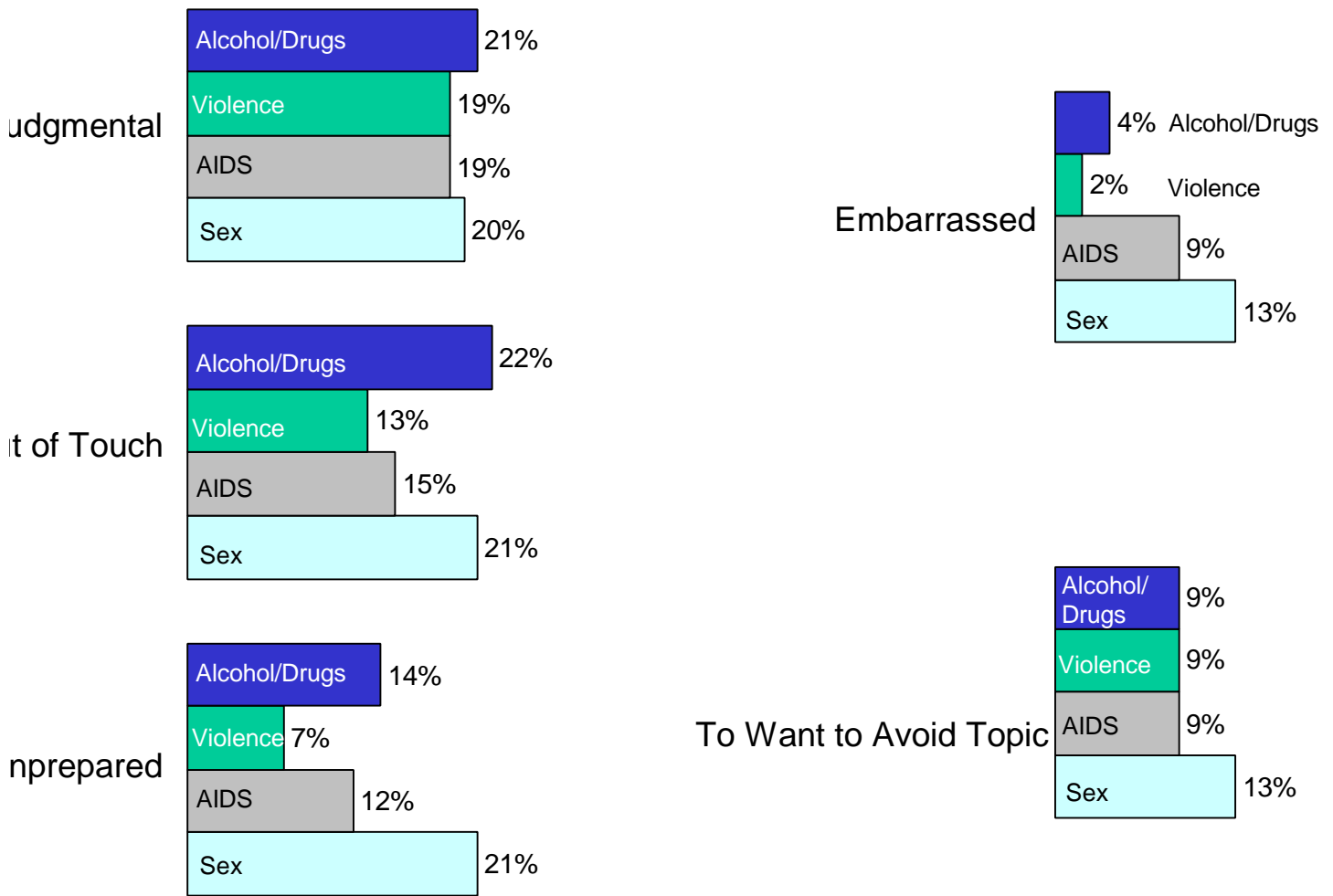
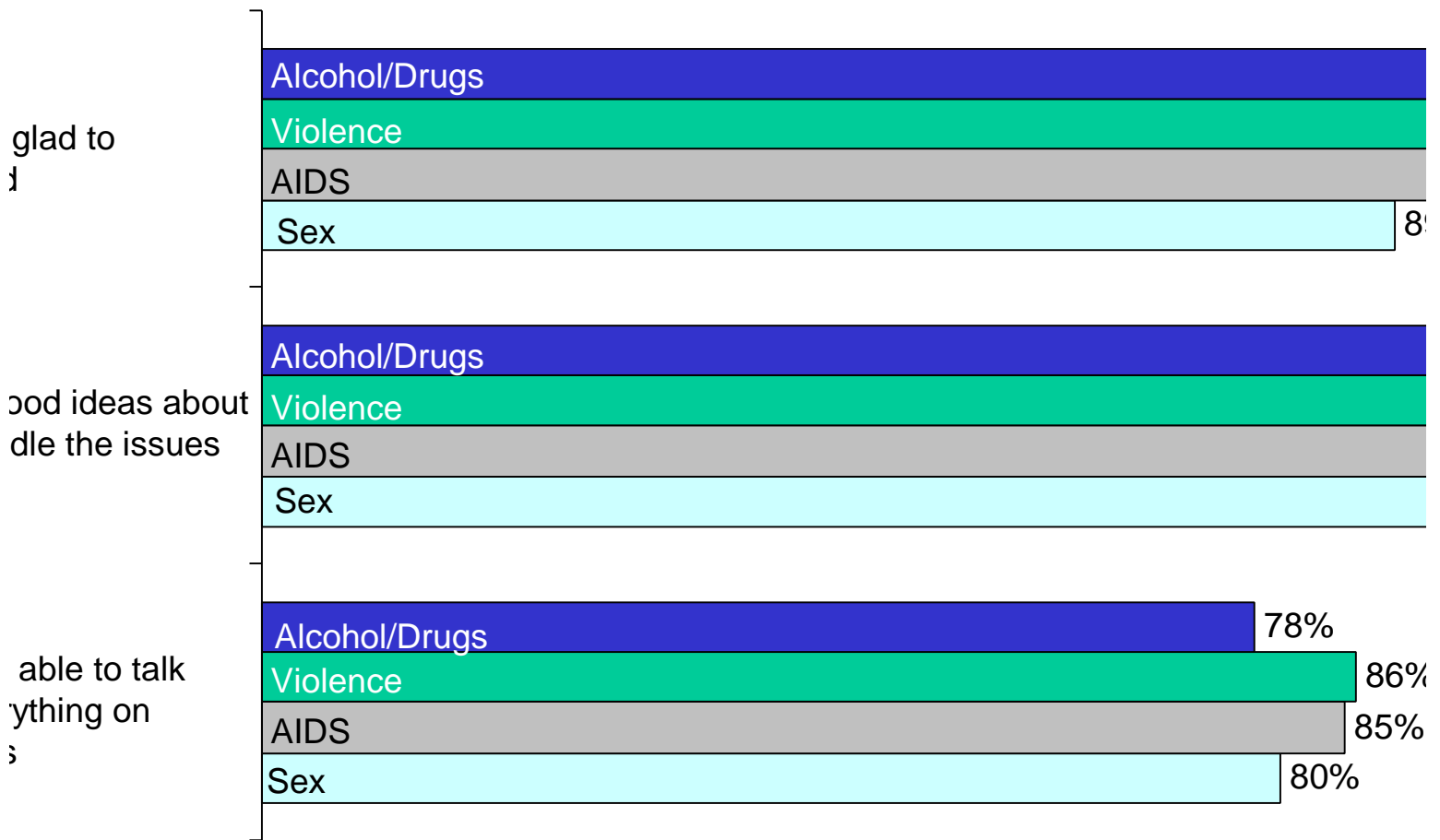


Chart 15

PARENTS REPORT CARD: A+

Percentage of Kids Ages 10-15 Who Say When They Talked about Each Issue with Their Parents



Family Foundation/Children Now *Talking With Kids About Tough Issues*, A National Survey of Parents and Kids (conducted September 15-October 15, 2009)

Chart 16

TEACHABLE MOMENTS

Percent of Parents of 10-15 Year Olds Who Talked with Their Child About Topic as a Result of Something...

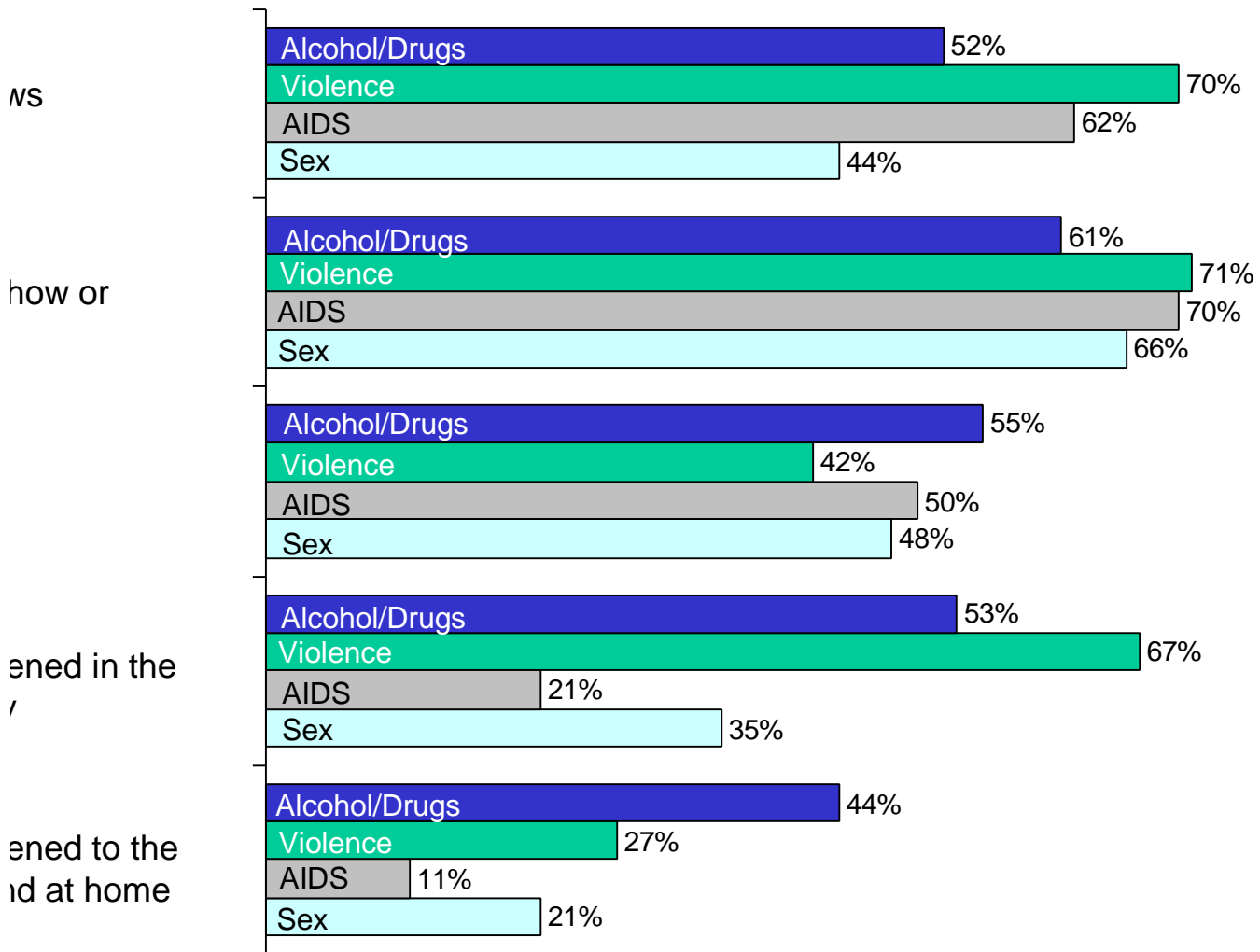


Chart 17

QUESTIONS... AND ANSWERS ABOUT SEX

Percent of Parents of Kids Each Age Who Talked with Their Child About Sex, Said They Did So as a Result of Something...

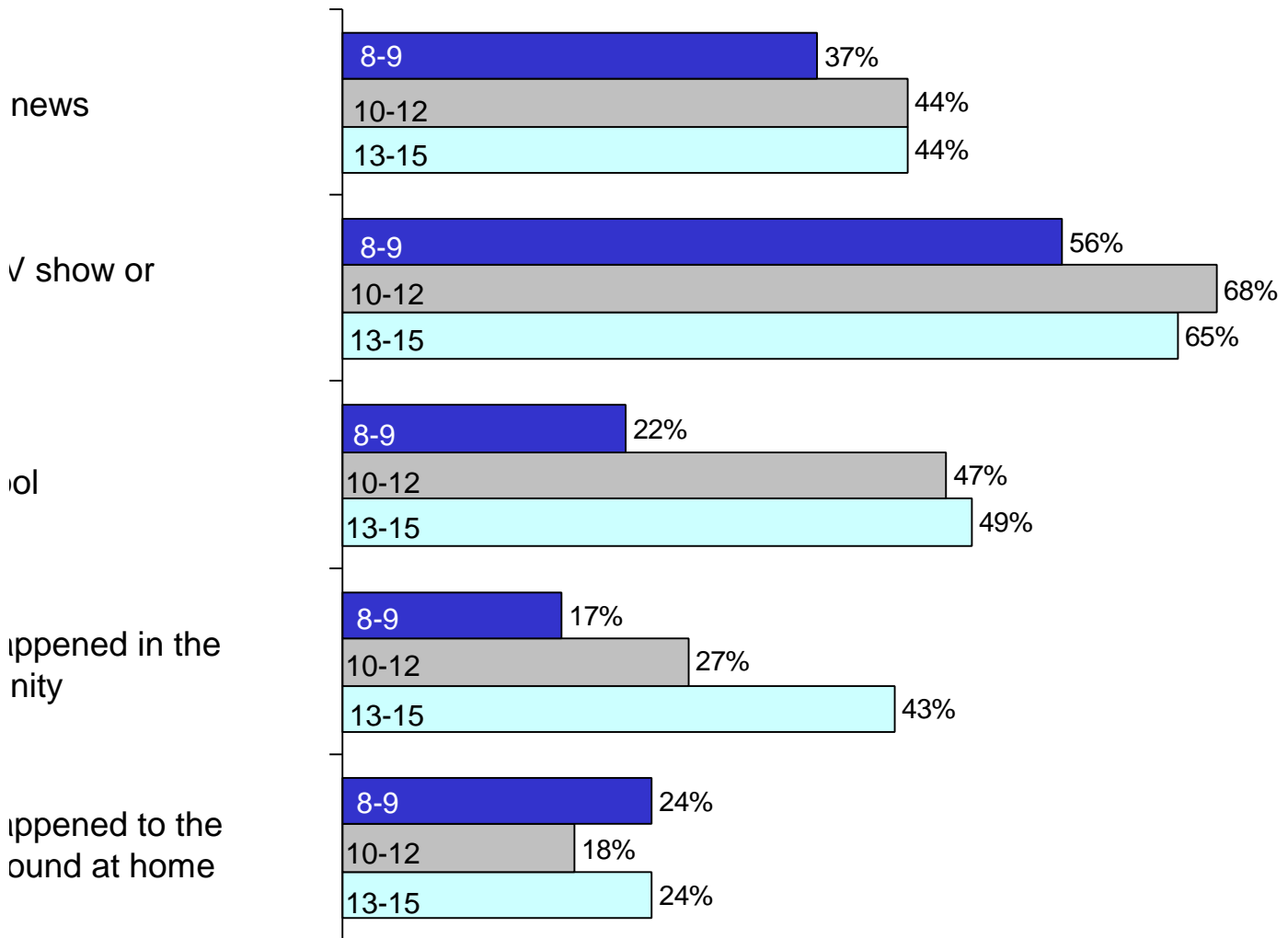


Chart 18

PARENT HELPLINE

Percent of Parents Who Say...

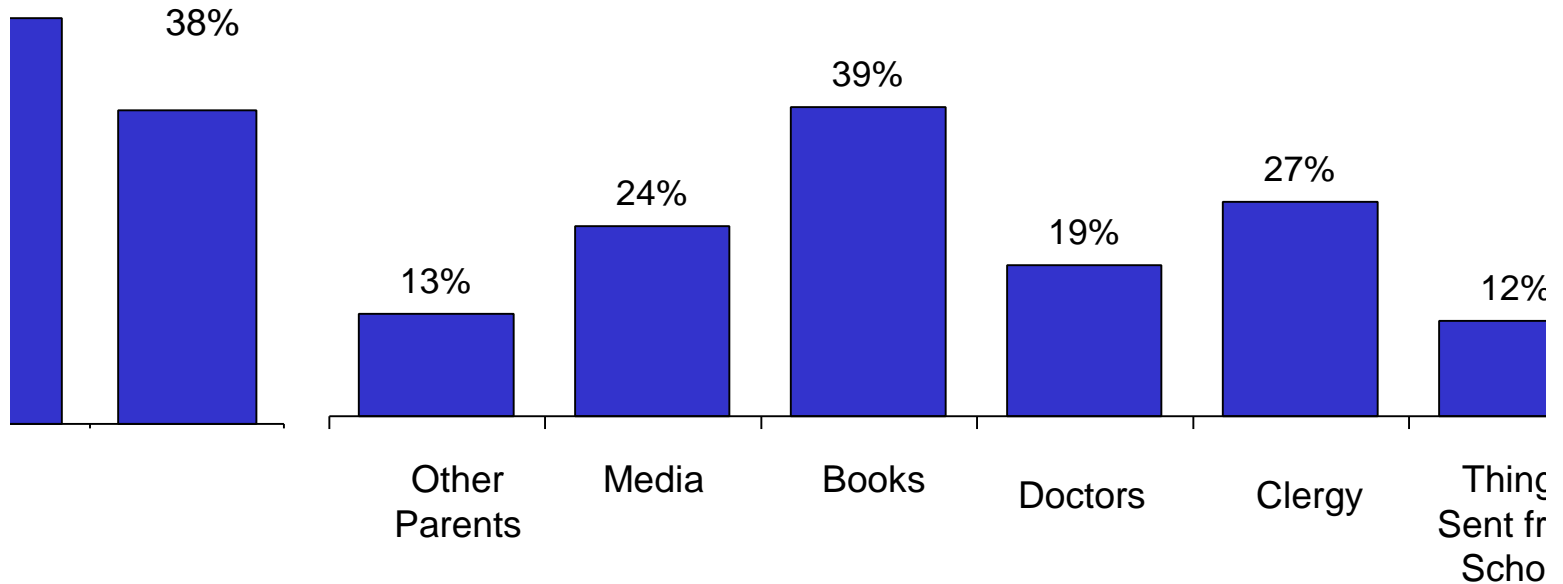
Would Like More Information
Now and When to Raise Issues
About Drugs, and Violence with
Children

And, Where Parents Go
When They Need Help

Percent of Parents of
10-15 Yr. Olds
Parents of
13-15 Yr.
Olds

%

*Parents of 10-15 Year Olds Who Got "A Lot" of Information About
How to Talk About These Issues From Each Source



Family Foundation/Children Now *Talking With Kids About Tough Issues*, A National Survey of Parents and Kids (conducted September 15-October 15, 2001)