

WDGPH's Parent Insights Survey

Survey Purpose: To understand what information and support parents of children aged zero to six need, value, and prefer.

TOP PARENTING INFORMATION AND SUPPORT TOPICS, BY CHILD AGE GROUP

INFANTS/TODDLERS
AGED 0 TO 2



PRESCHOOL/SCHOOL-AGED
CHILDREN AGED 3 TO 6



Parenting support
needs change as
children grow.



Breastfeeding

29%



Postpartum
Health

28%



Sleep

27%



Child
Behaviour

26%



Parenting
Stress

25%



Mental
Health

24%

HOW PARENTS ACCESS INFORMATION AND SUPPORT

TRUSTED INFORMATION SOURCES



Family and Friends

72%



Primary Care Providers

72%



Peer Groups

42%



Public Health

40%

PREFERRED LEARNING METHODS



Social Media

52%



Online Information

46%



In-Person Classes

44%



Virtual Classes

42%



Individual Support

39%

WHAT MATTERS MOST WHEN CHOOSING A PROGRAM



76%

Affordable
or Free Cost



67%

Convenient
Location



64%

Convenient
Program Time



64%

Age-Appropriate
Programs



KEY TAKEAWAY

Parents value parenting supports that are accessible, trusted, and responsive to their schedules, interests and their children's age-specific needs.

