



Confidence for life.™

May 10, 2019

Daily Life and Digital World Undermine Parent Confidence

At KinderCare, we are committed to building confidence for life for the over 165,000 students in our care across the United States. The 2019 Parent Confidence Report (kindercare.com/raisingconfidence) conducted by The Harris Poll, provides insights into why confidence is fundamental to being a good parent and critical to children's development.

Eighty-four percent of parents say confidence is important to being a good parent. Yet a number of issues are shaking their confidence, raising challenging obstacles and making parenting harder than it was 10 years ago.

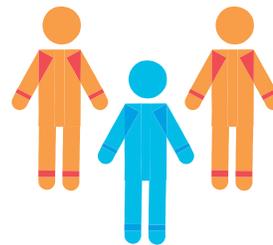
The parent confidence gap

Only 30 percent of parents feel very confident about their parenting on a typical day. Constant pressures of daily life and our modern world are eroding parents' belief in their ability do a good job—something that 88 percent think about constantly. Even among parents who describe themselves as very confident, 77 percent have struggled with at least one parenting decision recently.

Our research finds that role strain is affecting the confidence of mothers more than fathers. The parent confidence gap between mothers and fathers is significant when it comes to feeling judged by social media or society and balancing work and life.

Here's what parents shared.

Less than **1 in 3** parents feel **very confident** on a typical day.



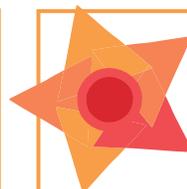
Parents say...

Confidence is crucial and will directly impact their child's future



83%
of parents say

Building healthy **confidence** in your child is **essential**



85%
of parents say

I believe my abilities as a parent will **directly affect the future** of my child

[Read more ...](#)

Parents can feel more confident by ...



The biggest detractors of confidence

- 1 in 3** **Screen time:** Managing child's screen time detracts from confidence
- 1 in 4** **Information overload:** Too much information available on parenting
- 48%** **Time:** Not enough time in the day
- 55%** **Decisions:** "Often difficult to know if I am doing the best thing for my child"
- 54%** **Safety:** #1 concern keeping parents up at night

Significant confidence gaps between mothers and fathers

Very confident: **36%** fathers vs **25%** mothers

Parenting is harder because of:

Society judgment: **47%** mothers vs **26%** fathers

Social media comparisons: **47%** mothers vs **32%** fathers

Cost of going back to work vs putting child in child care: **1 in 3** mothers vs **1 in 5** fathers

Helping families find their village

Along with focusing on one's self, parents believe that being involved in a like-minded community is a good way to boost confidence. Sharing a common experience can teach parents that they're doing better than they might think. The 2019 Parent Confidence Report found that being confident parents translates directly to building confidence in their children. That's essential for parents, who see confidence as the key to building healthy children full of grit and passion.

KinderCare Learning Centers is dedicated to supporting parents and children and being part of their shared community. And by providing an environment that's welcoming, clean, and safe, guided by well-trained professional caretakers, we help parents and their children build confidence for life.