

May 10, 2019

Hey Siri, How Can I Be a Good Parent?

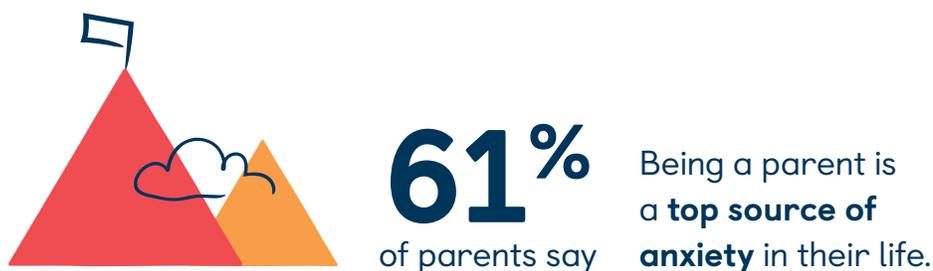
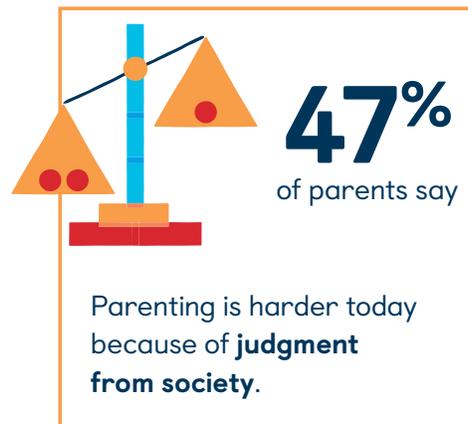
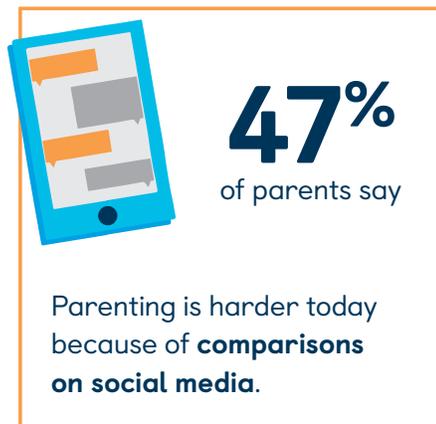
At KinderCare, we are committed to building confidence for life for the over 165,000 students in our care across the United States. The 2019 Parent Confidence Report (kindercare.com/raisingconfidence), conducted by The Harris Poll, provides insights into why confidence is fundamental to being a good 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. For millennial parents between the ages of 18 and 34, expectations, social media, and information overload are taking a toll on their confidence.

The millennial parent dilemma: exhausting expectations and societal judgment

The digital age of parenting is bringing a unique set of challenges for millennial parents. An always-on mentality is causing them to feel anxiety, exhaustion, and judgment. Exacerbating millennial parents' deflated feelings of confidence in their abilities is an onslaught of information overload.

Here's what millennial parents are saying ...


[Read more ...](#)

Feelings of judgment have a significant effect on millennial parents

Where is judgment on parenting coming from?

Relatives

39% millennials vs. **29%** overall

Parents

36% millennials vs. **29%** overall

Social media trolls

33% millennials vs. **27%** overall

Doctors

22% millennials vs. **17%** overall

Among millennial parents ...

32% feel there is an overload of parenting information.

58% would take a pay cut to work for a company that provides quality childcare.

68% believe that “practicing self-care can help increase confidence in parents.”

40% would include on-demand options in an ideal childcare model.

35% prefer personalized nutrition at childcare centers.

Making meaningful connections with parents in a digital world

Parents can start feeling more confident by tuning out the online noise and finding trusted sources of information around them. Being involved in a like-minded community offers a shared common experience that can help parents feel like they're not alone and doing better than they might think. Among the findings of the 2019 Parent Confidence Report, parents also believe practicing self-care can boost their confidence.

KinderCare Learning Centers works hard to be a trusted resource for parents of all ages and be a part of their communities through our daily interactions, regular communications, and [our online content hub](#). When parents have more confidence in their most important life decisions, they're better prepared to raise children that feel confidence for life.