

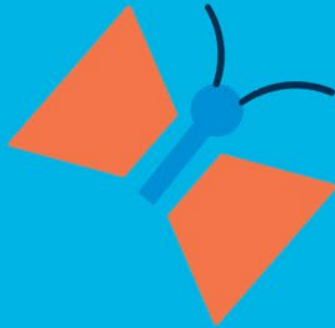
# Parent Confidence Report 2019

Parents today face more challenges in raising children than previous generations, and new research shows these stresses — from social media, to screen time, to balancing work and child care — are impacting their confidence as parents

Report conducted by Harris Poll on behalf of KinderCare Education



Fewer than 1 in 3 parents  
feel very confident on a  
typical day



\*On a typical day only 30% of parents say they are “very confident”

77% of parents say they face more pressures today, and **70% agree** it's harder to raise a child today than 10 years ago



# What's Impacting Parent Confidence?

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**Our modern world is adding stress and shaking parents' confidence.**

- **Screen Time:** 63% of parents say monitoring their child's digital and social media habits is making parenting harder than it used to be, and one in three parents say managing screen time with their child is a top concern.
- **Parent Shaming:** 39% of parents cite judgment and comparisons on social media as a confidence killer. This is felt more deeply by moms with 47% saying comparisons on social media make parenting harder today.
- **Information Overload and Decision-Making:** Despite having more information available than ever before, a majority of parents (55%) say "it is often difficult to know if I am doing the best thing for my child," and one in four parents say information overload actually makes them feel less confident.
- **Lack of Employer Support:** Parents want their employers to do more. 70% of parents say they lack the "fundamental support systems" they need to be successful, so it's no surprise 67% are looking for employers to offset the cost of childcare for employees. 55% would even take a pay-cut to work for a company that offers childcare.



# Stressing over Screen Time

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Results show screen time is bad for parent confidence and for child confidence. Our digital lives present new challenges for parents.

#1

47% of parents say the top issue detracting from their child's self-confidence is too much screen time.

63%

of parents say "monitoring my child's digital and social media habits" is making parenting harder today.

1 in 3

36% of parents say pressure and challenges to manage the screen time of their child is decreasing their confidence as a parent.

**68% of parents** agree "digital distractions are getting in the way of parent-child bonding moments."

**59% of parents** agree "enforcing limits on screen time is exhausting when I am with my child."

# Feeling the Peer Pressure

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**Instead of support, parents are feeling scrutiny — online and offline**



39% of parents say comparisons on social media make parenting harder today.



38% said judgment from other parents and society are also contributing to decreased confidence.

# Information Overload

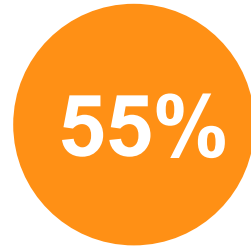
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**1 in 4 parents feel that parenting information overload detracts from their confidence as a parent, with information overload an even bigger stressor for Millennials (32%) and moms (27%).**



This may also be why, in the digital age of information, only 18% of parents say the availability of parenting advice can help them feel more confident.

And even the most confident parents struggle with parenting decisions: 77% of parents who described themselves as “very confident” have struggled with at least one parenting choice.



“It is often difficult to know if I am doing the best thing for my child.”

# Parents Looking for More Support From Employers

25% of all parents have struggled with decisions about going back to work due to the cost of child care (29% for moms).

Parents are looking for their “village,” and that means they’re asking for more support from employers.



67%

“I believe employers should offset the cost of child care for their employees.”



55%

“I would take a pay cut to work for a company that provided quality childcare.”



1 in 5

parents feel like they have unempathetic bosses.



# Parents Need Fundamental Support Systems

70% of parents feel they are “expected to do it all without fundamental support systems” (even more so for moms at 75%).

Parents are looking to government to step in



55%

“I believe the government should offer universal childcare to all children from birth to kindergarten.”



50%

of parents say they feel judged by family, peers, social media, and even doctors, for seeking support.

# Time is the Most Important Commodity

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## Time constraints are central to confidence:

- **The biggest booster of confidence for parents is feeling like they have enough time to spend with their child (63%).**
- **The largest detractor from parents' confidence is not having enough time in the day (48%).**

While they may struggle with finding the time to do it, 72% of parents also believe that having time for themselves to practice self-care can help boost their confidence.

# Despite Challenges, Parents Know Confidence Matters

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For parents...

84%

of parents agree that being confident is important to being a good parent.

Parents who are confident say they have better relationships with their kids, better mental health, and are more satisfied with their lives overall.

...and for kids

Helping their kids to build confidence is something parents say is crucial for their development and success

60%

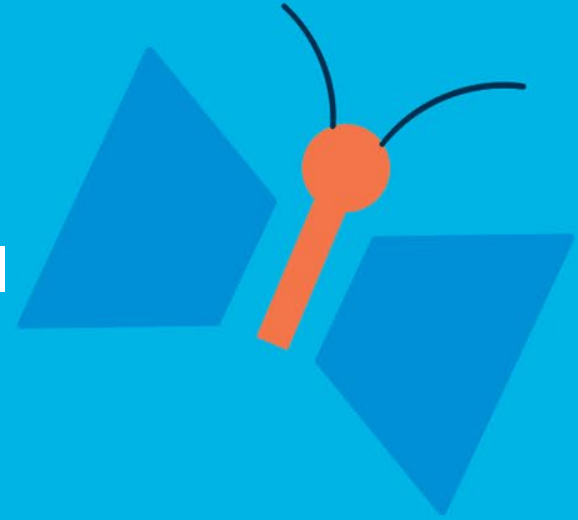
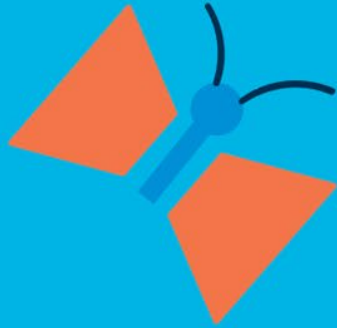
of parents say more confident children adapt better to new situations.

66%

of parents say confident kids build better relationships.

# Gender and Age Gaps

Moms feel parenting pressure more strongly than dads, and millennials feel pressure more than other generations.



# Moms Under Pressure

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## Moms feel more judged.

Almost half of moms find parenting harder today because of judgment from society (47% vs only 26% of dads) and comparisons on social media (47% vs only 32% of dads).



## And some are “leaning out.”

- Almost 1 in 3 mothers debate whether it is more fiscally responsible to go back to work and pay for childcare, or sacrifice a paycheck to avoid the cost of childcare (29% vs 20% of dads)
- Almost 1 in 4 mothers struggle with scaling back time at work (23% vs. only 12% of dads).

## Support vs. Pay

59% of moms and 62% of single parents would take a pay cut to work for a company that provided quality childcare (compared to 49% of dads who would take a pay cut).



# Parenting While Millennial

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61% of Millennials cite parenting as a top source of anxiety in their life (57% of all parents agree). 75% think expectations around parenting are exhausting (vs. 66% of all parents) and 61% think parenting expectations are unrealistic (vs. 54% of all parents).



When it comes to feeling judged, Millennials report feeling more pressure around social media comparisons (47% vs. 39% of all parents) and general judgment from society and other parents (47% vs. 38% of all parents).



32% of Millennials think parenting information overload detracts from their confidence as parents, compared to 23% of all report respondents.

Millennials may also be feeling less confident as parents to young kids. 78% of parents felt least confident when their child was between the ages of zero and five. And while we've all been taught to be wary of the "Terrible Twos," on average, parents felt least confident when their child was three years old.



# Additional Findings



# Losing Sleep: Education vs. Emotional Growth

84% of parents are kept awake at night because of some concern around their child. But despite recent headlines showing the lengths parents will go to in order to get their child into a good school, education isn't keeping them up at night as much as concerns around the emotional growth of their child.

## What keeps you up at night? (% Selected)



54%

My child is in a safe,  
secure environment



47%

My child is growing  
emotionally



45%

My child is getting  
quality education



# Being a Good Parent is of Top Importance to Parents, Especially Mothers

Everyone wants to be a good parent across all demographics

94%

“Being a good parent is very important to me.”

88%

“Being a good parent is something I constantly think about.”

Mothers are more likely to feel this way than fathers (91% vs 85%)

# Parents Want to Raise Confident Children Who Are Curious Creators

Parents agree on curiosity across gender and age; however, higher income parents are able to focus on creativity more than low income

82%

“I want to raise a child who is driven by curiosity, not stopped by fear.”

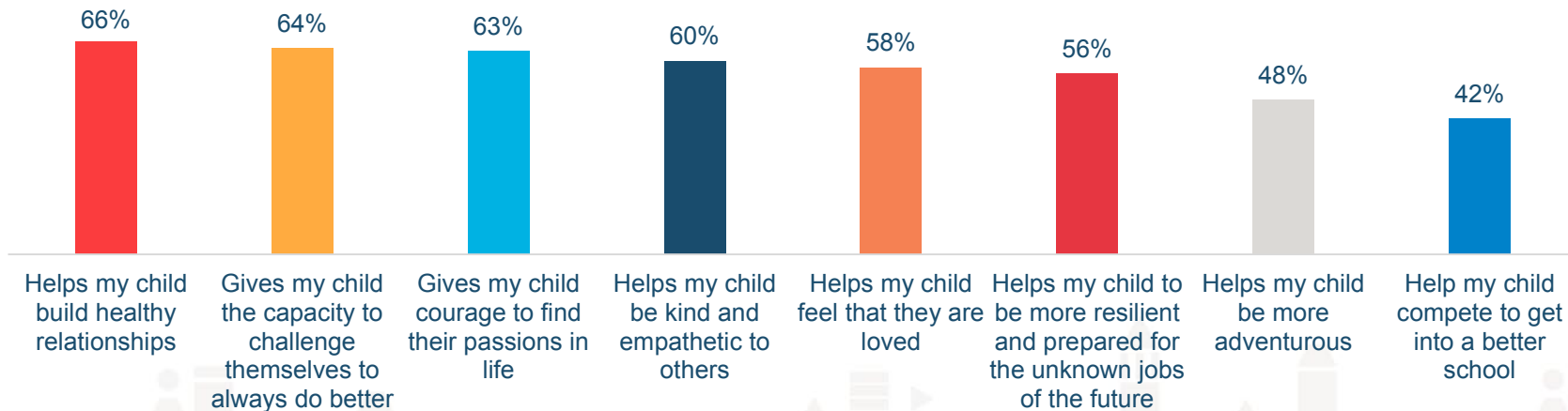
80%

“I want my child to be a creator, not a consumer.”

# When Looking at Importance of Child Confidence, Building Healthy Relationships Ranks Highest

## Why is it important that your child feels confident?

(% Selected)



# Methodology for 2019 Parent Confidence Report



# Methodology

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This report was conducted online within the United States by The Harris Poll on behalf of KinderCare from March 8 through March 15, 2019, among 1,000 parents with children ages 12 and younger. Within the sample, we surveyed 550 parents with children ages 5 and under, and 217 single parents. We then looked at the data cut by the following demographics: age, gender, income, region, education level, employment status, single vs. non-single parents, and political affiliation.



# Thank You!

