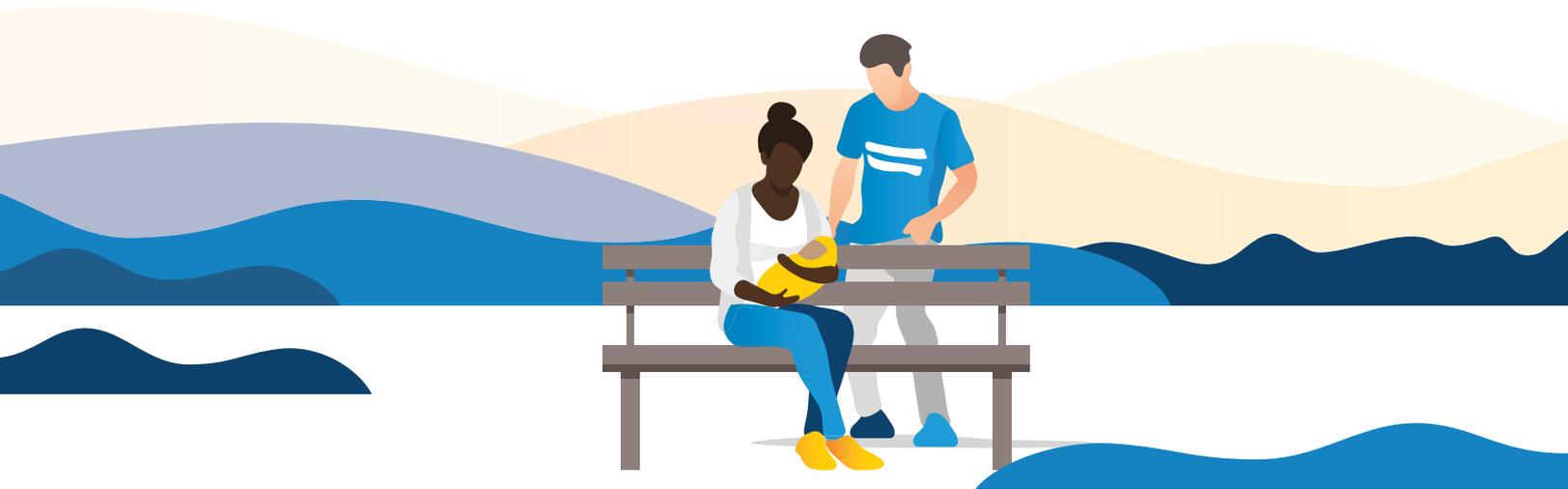


# Top 6 Take-Aways for Parents



In the spring of 2018, **ZERO TO THREE** conducted a survey to find out more about how families learn about parenting and where they go with their parenting questions. We talked to 1,002 parents (and caregivers) of children 5 years and under to answer three big questions:

- **Where do parents go for information about parenting and child development?**
- **What sources do they trust?**
- **What do they want to know more about?**

Our biggest take-away? **You have questions, and you have the network** (in your community and online) **to find the answers.**

That's important, because all parents need—and deserve—help and support on the challenges related to parenting.

**01** **Your real-life social network**—immediate and extended family and friends—**are among the most used and most trusted sources of parenting and child development information.**

There's nothing like mom, dad, or a sibling to be the voice of experience when it's 2 a.m. and the baby won't sleep. Is it teething? An illness? Or do all babies behave this way? (We have [resources for grandparents](#), too.)

**02** You trust your health care providers. **83% of parents frequently turn to their health care providers for advice** and **93% showed a high degree of trust** in the information shared by these professionals. Turns out that well-child visits are not just about health; parents see them as opportunities to get their questions about child-rearing answered too.

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**03** Teachers are also trusted resources. **59% of parents turn to teachers/child care providers** for parenting information and trust them nearly as much – **85%** – as family members – **93%** – and health care providers – **93%**.

**04** **60%** percent of surveyed parents used science-based websites as a source of parenting information and showed more trust in these sources – **82%** – than in social media – **54%**.

parents put more trust in **science-based websites**

**82%**

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**05** **You've got a lot of questions!** Here are the top three topics parents in our survey recently searched for info on:

<b>DEVELOPMENTAL MILESTONES</b>	<b>70%</b>
<b>NUTRITION</b>	<b>70%</b>
<b>LANGUAGE/ COMMUNICATION</b>	<b>65%</b>

## 06 You use the parenting information you get!

Surveyed parents told us that the information they received from both online and in-person sources moved

them to action, whether it was changing their parenting approach or spurring them to consult an expert for more information.

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You're the expert on your child. We bring expertise on child development. ZERO TO THREE is as close as your smartphone with [the information you trust](#), 24/7.

### For More Information:

- [vroom.org](#): Tools, resources and tips for building your child's brain, available via download and text.
- [healthychildren.org](#): Guidance for parents from the American Academy of Pediatrics.
- [sesamestreetincommunities.org](#): Resources for parents and educators from the creators of Sesame Street.
- [brightbytext.org](#): Research-based parenting information by text.

