

Key Findings for Early Childhood Professionals and Teachers



In the spring of 2018, **ZERO TO THREE** commissioned a national survey of 1,002 parents of young children to answer these questions:

- **Where do parents of kids ages five and under go for information about parenting?**
- **Who do they trust to provide this information?**
- **What do parents want to know?**

The answer to the first and second questions is: You. 59% of surveyed parents with children under the age of five years turned to teachers or child care providers for parenting information. This is especially important since this percentage is very close to the percentage of children in this age group who have regular child care arrangements (about 61%)¹.

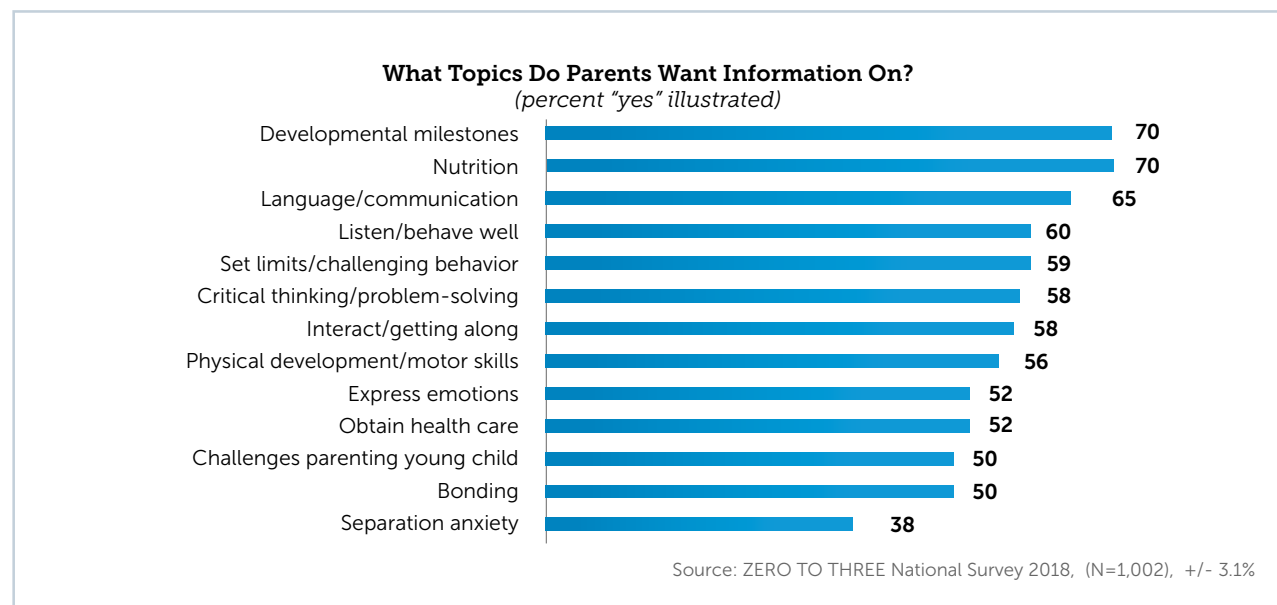
Eighty-five percent of surveyed parents said they trust information from teachers and child care providers. Only doctors, family, and friends were trusted more.

What do parents want to know? Parents are looking for information on a range of topics from developmental milestones to social-emotional skills.

85% of parents
said they trust information from teachers and child care providers.

¹ United States Census Bureau. *Who's Minding the Kids?* Child Care Arrangements: Spring 2011. Retrieved from <https://www.census.gov/prod/2013pubs/p70-135.pdf>

The table below shows the percentage of parents who said they'd looked for information on each topic.



Survey results showed that parents act on the information you share.

According to our survey, **parents act on the information you share**. 57% of parents surveyed said information they learned from an in-person source influenced how they dealt with some aspect of their child's growth and development.

Parents are the experts on their children, and early educators are the experts in how children learn.

You help parents understand their child's behavior in the context of early development, based on your training and experience with hundreds—or even thousands—of parents, children, and families.

By sharing trusted information, you nurture a child's early development, support their parents' learning, and help to build healthy families.

For more information about our survey and resources to share on parenting and child development, visit **www.zerotothree.org**.

More resources to check out here:

- vroom.org
- healthychildren.org
- sesamestreetincommunities.org
- brightbytext.org

