



Lambton Public Health **Parents Survey**

FINAL REPORT

July 29, 2019

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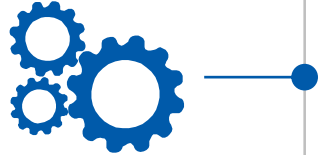
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INTRODUCTION



- The **Lambton Public Health (LPH) Parents Survey** was administered via a **telephone methodology**, using primarily cell phone sample, as well as landline sample in order to reach the set regional rural quota. The final sample included 94% of completes on cell phone and 6% of completes on landline. The final survey was 16 minutes in length (average); the original survey was 22 minutes in length but was shortened due to length after conducting two pre-tests.
- A **total of n=400 parents** living within Lambton County were surveyed between June 5 and June 25, 2019.
- The **margin of error associated with the overall sample size of 400 is +/- 4.9%**, 19 times out of 20. Smaller sub-sets of the population will have larger margins of error, e.g. margin of error on n=100 is +/- 9.8%. Base sizes <n=100 have a very large margin of error.
- **Quota targets** were set to obtain an overall **representative sample of residents by gender and geographical area** (urban, semi-urban and rural; quotas were based on the regional fallout for parents in the general population survey conducted on behalf of LPH in 2018 – see below table). Data was weighted on gender only (48% male; 52% female).

Geographical area	Actual completes (n=)	Actual regional proportions	Targeted regional proportions based on regional fallout for parents in 2018 general population survey
Male	175	44%	48%
Female	225	56%	52%
Urban	232	58%	57%
Semi-urban	129	32%	33%
Rural	39	10%	10%

Notes and reporting conventions



- Independent samples t-test was used at a 95% confidence interval to determine significant differences between subgroups.
- Significant differences among sub-group populations that are noteworthy are reported throughout; they may not be reported where not significantly different.
- A few indicators were used to show statistically significant differences between subgroups throughout the report:
 - an arrow indicates that a result is significantly higher (green)/lower (red) for this group when compared with the other subgroup(s).
 - a letter indicates that a result is significantly higher for this group when compared with the other subgroup(s).
 - a green box indicates that a result is significantly higher for this group when compared with the other subgroup(s).
- In the survey, if a parent had more than one child, the survey was programmed to randomly select the age group of one child and asked the parent to respond with that child in mind. If the parent had more than one child in that age group, the parent was asked to think of the youngest.
- Note that data is reported with smaller base sizes for questions that had been deleted from the survey due to survey length (base sizes are noted throughout the report). Base sizes are too small in many cases to compare subgroups for statistical differences.

KEY FINDINGS

Key findings

Parenting concerns top-of-mind

- When parents were asked about key issues or concerns they have about their child's health or parenting, general themes around health and well-being – both physical and mental – were mentioned most frequently. These included **mental/emotional health** (13%), **being healthy and disease-free** (10%), and **healthy food and nutrition** (6%). Other general areas of concern included **access to support/services** such as daycare (15%), **education** and doing well in school (12%), **social environment** such as fitting in and bullying (9%), and **growth & development** (8%).
- Parents with **children under 2 years old** expressed greater concern about their kids being healthy and disease free, access to support/services such as daycare, access to healthcare, and growth and development. **Parents of 10 to 17 year olds** were more concerned with their kids' mental/emotional health and well being, social environment including peer pressure, bullying and influence of social media, as well as exposure to drugs (14 to 17 year olds).

Rating of parenting concerns

- Parents were then asked about a list of potential concerns they might have regarding their children and health and parenting. Many expressed concern about **screen time (70%)**; as children get older, **internet safety (75%)** becomes more of a concern among parents with kids 10 years and older.
- Emotional development was also rated as a key concern among parents – **68% said they were concerned about managing their children's emotions and behaviours**. Parents of children 6 and older expressed moderate to strong concern about their **child experiencing stress** (74%) and about their **child's mental health** (62%). **Bullying and cyberbullying** was also seen as an area of concern (62%).
- 64% of parents rated **nutrition and healthy eating** as a concern (more so among parents with younger children, under 6 years), while over half (55%) were concerned about **activity levels and fitness**.
- Roughly half of parents with children 10 and older said they were concerned about their **child's body image** (49%) and about **sexual health** including sexually transmitted diseases (44%). Among parents with kids 14 and older, about 4 in 10 said they were concerned about **drug and alcohol use** (45%) and about **smoking cigarettes or vaping e-cigarettes** (37%).

Awareness and use of Lambton Public Health and other community programs

- Almost all parents (98%) were aware of Lambton Public Health. Of those aware, **8 in 10 said they knew that the health unit offers programs to support parents** in the community.
- When asked about free community programs, parents were most aware of Lambton Public Health Nurse at drop-ins (75%), free oral health programs (75%), eye exams covered by OHIP (72%), and breastfeeding supports (71%). Two-thirds of parents (66%) were aware of parenting classes, programs or presentations. Half of parents (48%) were aware of LPH's Family Health Line telephone support service, and one-third were aware of the free eye glasses program, Eye See, I Learn (33%).

Parenting resources used and trusted

- The **majority of parents turn to friends or family (91%)** or their **family doctor/nurse practitioner or pediatrician (87%)** when seeking advice, information or support for parenting. Many also turn to teachers and other child care educators (67%). **Four in 10 seek information from Lambton Public Health or the Public Health Nurse at parent drop-ins**, parenting websites or blogs, and mental health providers, while 3 in 10 access parent support groups in-person or online.
- Parents place the **most trust in their doctor/nurse practitioner/pediatrician** (75% of parents say they trust a lot). They are equally likely to place *a lot* of trust in Lambton Public Health (55%) as they are mental health providers (54%) and friends or family (51%), even more than in teachers and other child care educators (44%). Very few put a lot of trust in online parenting sites (2%).

How open are parents to talking about sexual health?

- The majority of parents of children 10 and older (87%) said they have **talked to their kids about body changes and puberty**. Two-thirds **have talked to their kids about sexual health** (8 in 10 parents of kids 14-17 have done so).
- Parents are very open to discussing sexual health with their children and think it is important to do so (91%). A majority also think school is a good place to teach about sexual health (78%).
- Most feel they can talk to their kids about sexual health; however, **almost 2 in 10 (16%) don't feel equipped to talk about sexual health with their child and don't feel comfortable doing so**.
- Parents are most interested in receiving information about healthy relationships (68%), consent and staying safe (67%), sexting and online safety (66%), and healthy body image (61%). About half are interested in information about sexually transmitted infections (53%), HPV (51%), birth control (50%), and puberty and changes in the body (49%). One-third (36%) are interested in information about gender identity and LGBTQ resources.

Where do parents learn to parent?

- Almost all parents (95%; 66% strongly agree) said they were confident in their parenting skills. The majority (74%) tend to rely more on their **own personal experiences** than seeking help, advice or support, and many (73%) **often look to other parents for examples of positive parenting**. Two-thirds (64%) said they try to **raise their child in very much in the same way their parents** raised them. About half turn to **parenting resources** regularly to learn more about positive parenting strategies (women and those 18-39 are more likely to do so). Two thirds (64%), however, think there is so much parenting information available that it's hard to know who to trust.
- Time is an issue for many parents with **over half saying they don't have time to attend in-person workshops** about parenting. However, learning more about how to parent is a priority for the majority as only 13% said they don't have time to find information to help them with parenting.

Key findings

Do parents receive the support they need?

- Six in 10 (58%) parents said they receive the help and support they need when they feel overwhelmed or stressed as a parent. One quarter said they receive some help but would like more, while **one in 10 (12%) said they don't receive any help or support.**
- Women were more likely to say they receive some help but would like more, but **men were more likely to say they do not receive any help or support** (15%), as were **those whose children are 6 years and older** (14%), and **those who were single/separated/divorced/widowed** (21%).

How do parents wish to be reached?

- The majority of parents **prefer to receive information and resources from LPH through their doctor** (89%) and **LPH's website** (79%). Parents were equally likely to be interested in receiving information through online videos (60%) and brochures or printed materials (59%), although those younger (18-39) were more likely to prefer the online option (68%). Half of parents were interested in receiving information from parent drop-ins (50%), telephone consultations (48%), in-person presentations (46%) and social media (46%). About 4 in 10 were interested in email subscriptions (39%) and online support groups (36%).
- **Eight in 10 (80%) parents use social media regularly** (those 18-34 years old are significantly more likely to use social media – 94%). **Facebook is the most widely used** with 7 in 10 (70%) using it at least once every few days. Three in 10 (28%; 40% of women) use Instagram with the same level of frequency. One in 10 (13%) use Twitter (21% of men vs. 5% of women).
- **Parents are most likely to get their local news via radio** (54% listen to it often) and **social media feeds** (47% access it often; 56% of those 18-39 yrs old). This is followed by local news outlets via websites/apps (39%), local newspapers (23%), and local TV news (17%).

DETAILED RESULTS

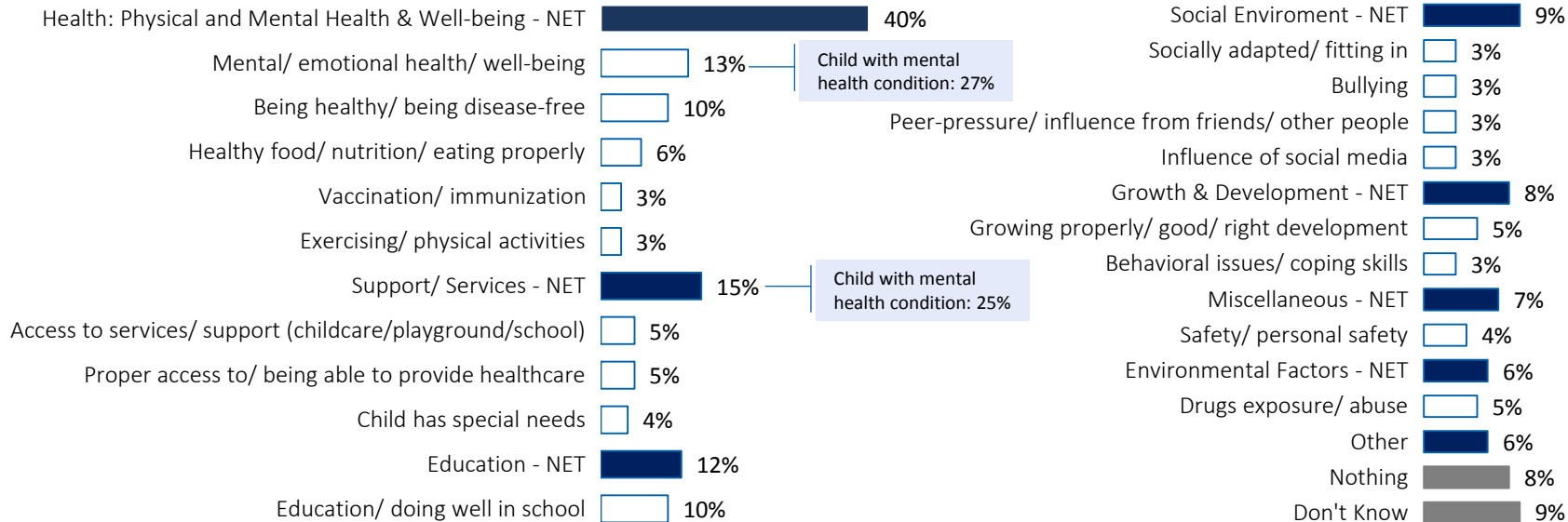
A. PARENTING CONCERNS



Parents' top-of-mind concerns about children and parenting

When parents were asked about the key issues or concerns they might have about their child's health or parenting, themes around general health and well-being – both physical and mental – were mentioned most frequently, including mental/emotional health (13%), healthy and disease-free (10%), and healthy food and nutrition (6%). Other areas of concern included access to support/services (15%), education (12%), social environment (9%), and growth & development (8%). Environmental factors (6%) such as exposure to drugs (5%) was also mentioned.

Parents who were asked question (n=321)



Q9. [Total Mentions] Thinking about your child who is between the ages of ..., what is one key issue or concern that you often think about when it comes to your child's health or parenting? Base: Child with mental health condition (n=72)

Mentions <3% are not shown in chart.
Mentions are multi-coded.

Parents' top-of-mind concerns about their children

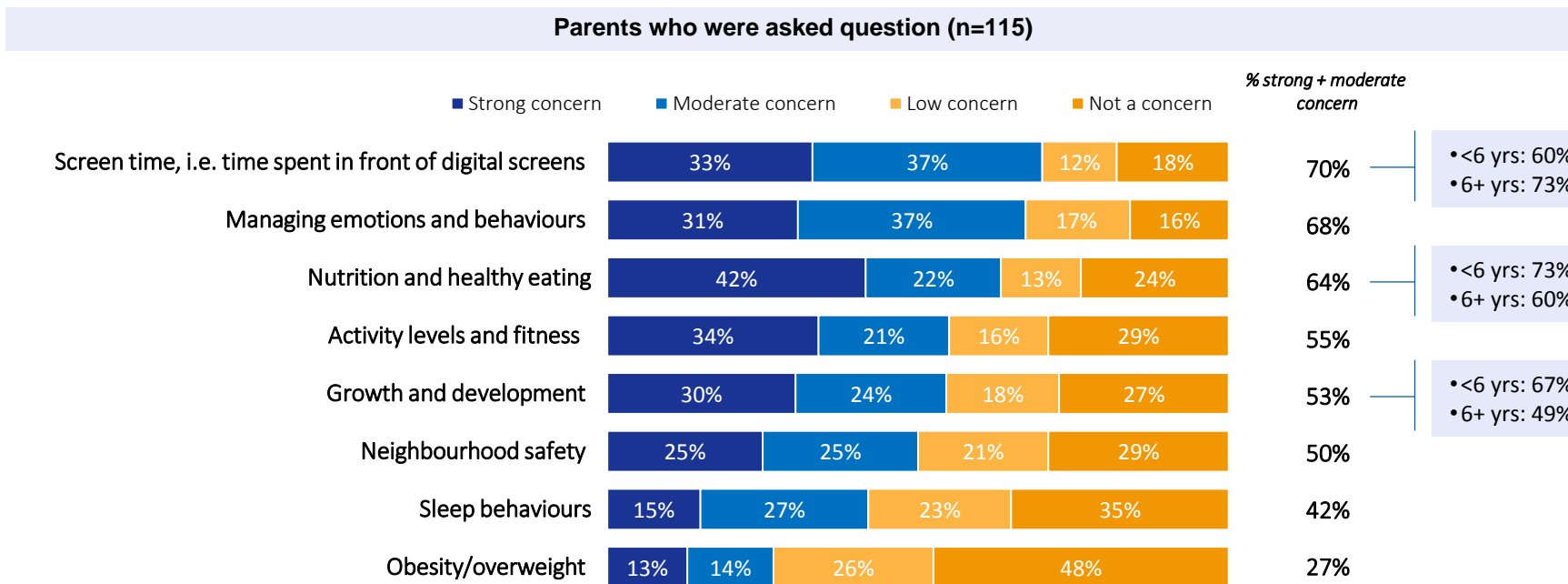
Parents with kids <2 years old expressed greater concern about their kids being healthy and disease free, access to services and to healthcare, and growth and development. Parents of 10 to 17 year olds were more concerned with their kids' mental/emotional health and well being, social environment (exposure to drugs for 14 to 17 year olds).

	Gender							
	Total	Gender		Kids age				
		Male	Female	<2 years	2-5 years old	6-9 years old	10-13 years old	14-17 years old
	A	B	A	B	C	D	E	
<i>Base: All who were asked the question (n=)</i>	321	136	185	38	65	71	72	75
Health - NET	40%	33%	46%_A	39%	35%	47%_D	26%	53%_{BD}
Mental/ emotional health/ well-being	13%	9%	16%	-	4%	7%	16%_{AB}	29%_{ABC}
Being healthy/ being disease-free	10%	12%	8%	21%_{CDE}	15%	6%	6%	6%
Healthy food/ nutrition/ eating properly	6%	2%	10%_A	5%	6%	12%_D	3%	5%
Vaccination/ immunization	3%	3%	3%	5%	3%	4%	-	3%
Exercising/ physical activities	3%	1%	4%_A	-	-	7%	3%	2%
Support/ Services - NET	15%	16%	14%	28%_{DE}	22%_E	16%_E	11%	4%
Access to services/ support (child/daycare, playgrounds, school)	5%	5%	5%	14%_{DE}	6%	4%	3%	2%
Proper access to/ being able to provide healthcare	5%	8%_B	2%	14%_{DE}	7%	4%	3%	1%
Child has special needs	4%	3%	5%	-	5%	7%_E	7%_E	-
Education - NET	12%	11%	14%	5%	14%	8%	15%	16%
Education/ doing well in school	10%	9%	10%	5%	11%	4%	13%	12%
Social Environment - NET	9%	7%	12%	5%	-	8%_B	16%_B	15%_B
Socially adapted/ fitting in	3%	1%	4%	2%	-	4%	4%	4%
Bullying	3%	1%	4%	-	-	4%	7%_B	2%
Peer-pressure/ influence from friends/ other people	3%	1%	4%	2%	-	-	6%_C	5%
Influence of social media	3%	4%	2%	-	-	3%	3%	6%
Development - NET	8%	4%	12%_A	15%_E	16%_{CE}	5%	7%	2%
Growing properly/ good/ right development	5%	1%	8%_A	15%_{CDE}	9%_{CE}	1%	3%	1%
Behavioral issues/ coping skills	3%	1%	4%	-	6%	4%	1%	1%
Miscellaneous - NET	7%	7%	6%	8%	10%	4%	6%	7%
Safety/ personal safety	4%	4%	3%	2%	5%	1%	3%	7%
Environmental Factors - NET	6%	6%	7%	2%	-	3%	11%_B	13%_{BC}
Drugs exposure/ abuse	5%	5%	5%	-	-	-	11%_{ABC}	10%_{ABC}
Other	6%	9%	4%	9%	11%	3%	4%	5%
Nothing	8%	8%	8%	13%_E	12%_E	11%_E	6%	1%
Don't Know	9%	12%	7%	7%	3%	8%	17% _B	10%

Q9. [Total Mentions] Thinking about your child who is between the ages of ..., what is one key issue or concern that you often think about when it comes to your child's health or parenting? Note that base sizes are very small for each children's age subgroup.

Parenting concerns (1 of 3)

Parents were asked about a list of potential concerns they might have regarding their children and health and parenting. They expressed moderate to strong concern about their child's screen time (70%), managing emotions & behaviours (68%) as well as nutrition & healthy eating (64% - 42% strong concern). About half of parents were concerned about activity levels & fitness (55%) and growth & development (54%), as well as neighborhood safety (50%). Fewer were concerned overall about the issue of obesity/being overweight in their child (27%).

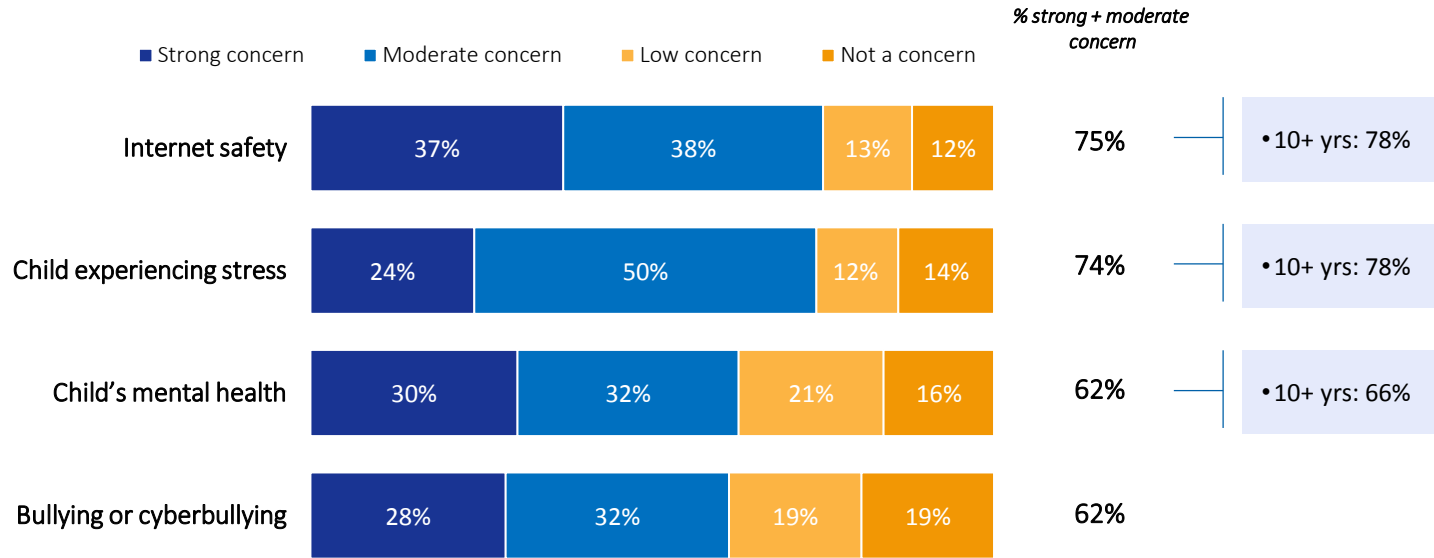


Q10. The following is a list of potential concerns that parents may have regarding their children and health and parenting. Please indicate if each of these is a strong concern, a moderate concern, a low concern or not a concern at all for you as a parent. *If parent had more than one child, this question was asked about the child whose age group was randomly selected.* Note: Data for child's age subgroups are shown: <6 yrs (n=30); 6+ yrs (n=85); however, bases are too small to compare subgroups for statistical differences.

Parenting concerns (2 of 3)

A majority of parents with children 6 and older expressed moderate to strong concern about internet safety (75%) and their children experiencing stress (74%). Two-thirds were also concerned with their children’s mental health (62%) and bullying/cyber-bullying (62%). These concerns increase as the child gets older, 10+ years.

Parents of kids 6+ years who were asked question (n=85)

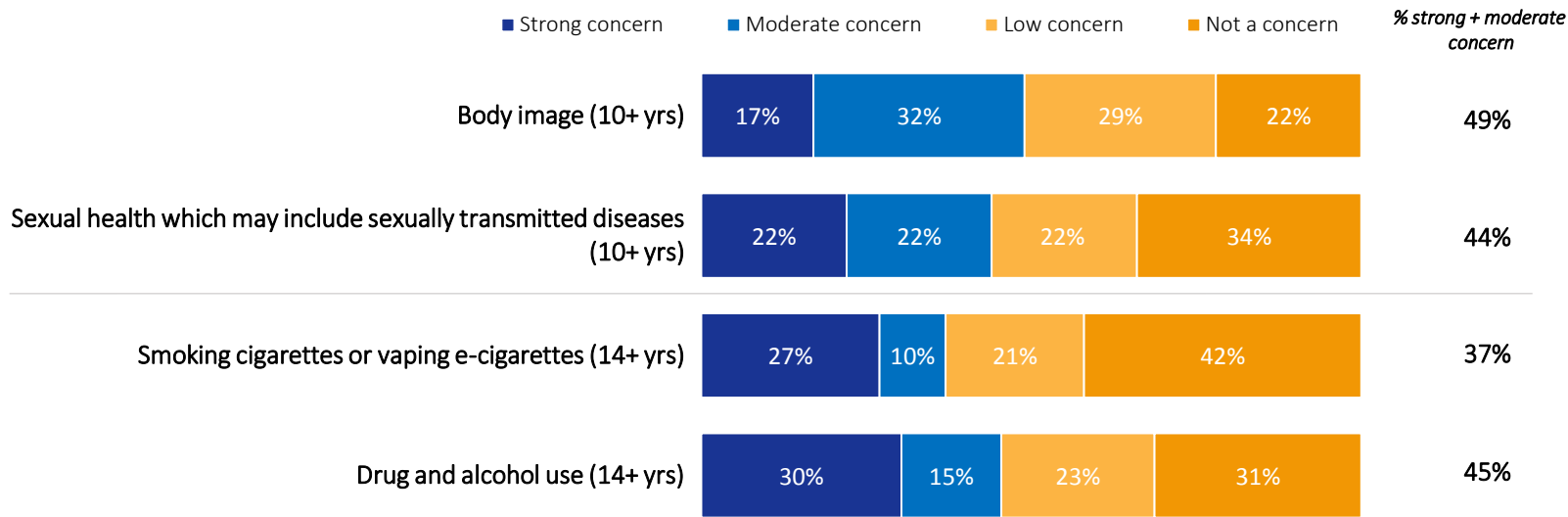


Q10. The following is a list of potential concerns that parents may have regarding their children and health and parenting. Please indicate if each of these is a strong concern, a moderate concern, a low concern or not a concern at all for you as a parent. *If parent had more than one child, this question was asked about the child whose age group was randomly selected.* Note: Data for child’s age subgroups are shown: 10+ yrs (n=59); however, bases are too small to compare subgroups for statistical differences.

Parenting concerns (3 of 3)

Roughly half of parents with children 10 and older said they were concerned about their child's body image (49%) and about sexual health including sexually transmitted diseases (44%). Among parents with kids 14 and older, about 4 in 10 said they were concerned about drug and alcohol use (45%) and about smoking cigarettes or vaping e-cigarettes (37%).

Parents of kids 10+ (n=59) and 14+ years (n=38) who were asked question



Q10. The following is a list of potential concerns that parents may have regarding their children and health and parenting. Please indicate if each of these is a strong concern, a moderate concern, a low concern or not a concern at all for you as a parent. *If parent had more than one child, this question was asked about the child whose age group was randomly selected.* Note: Data for child's age subgroups are shown: 10+ yrs (n=59); 14+ (n=38); however, bases are too small to compare subgroups for statistical differences.

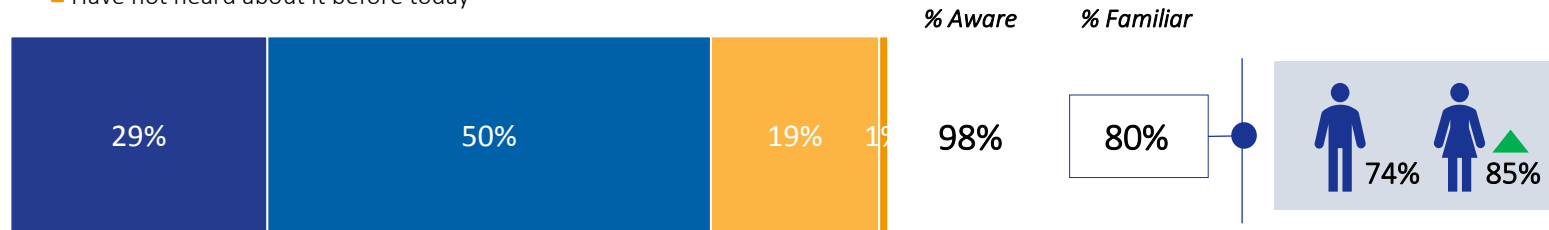
B. AWARENESS AND USE OF LPH AND COMMUNITY PROGRAMS

Familiarity with Lambton Public Health

Virtually all parents (99%) surveyed were aware of Lambton Public Health. Eight in 10 said they were *very* or *somewhat familiar*; women were more likely to say they were familiar than men (85% vs. 74%). There were no significant differences by age.

All parents (n=400)

- Very familiar
- Somewhat familiar
- Have heard of it before today, but don't know much about it
- Have not heard about it before today

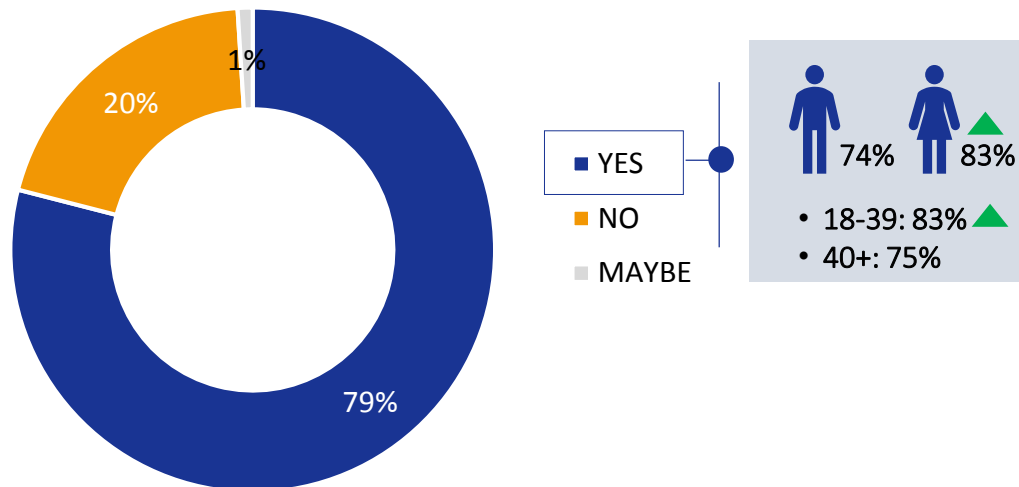


 Significantly higher/lower than other sub-group(s)

Awareness LPH offers programs for parents

Eight in 10 (79%) were aware that the health unit offers programs and services to support parents in the community. Women were more likely to say they were aware (83%), as were those 18 to 39 years old (83%).

All parents (n=400)



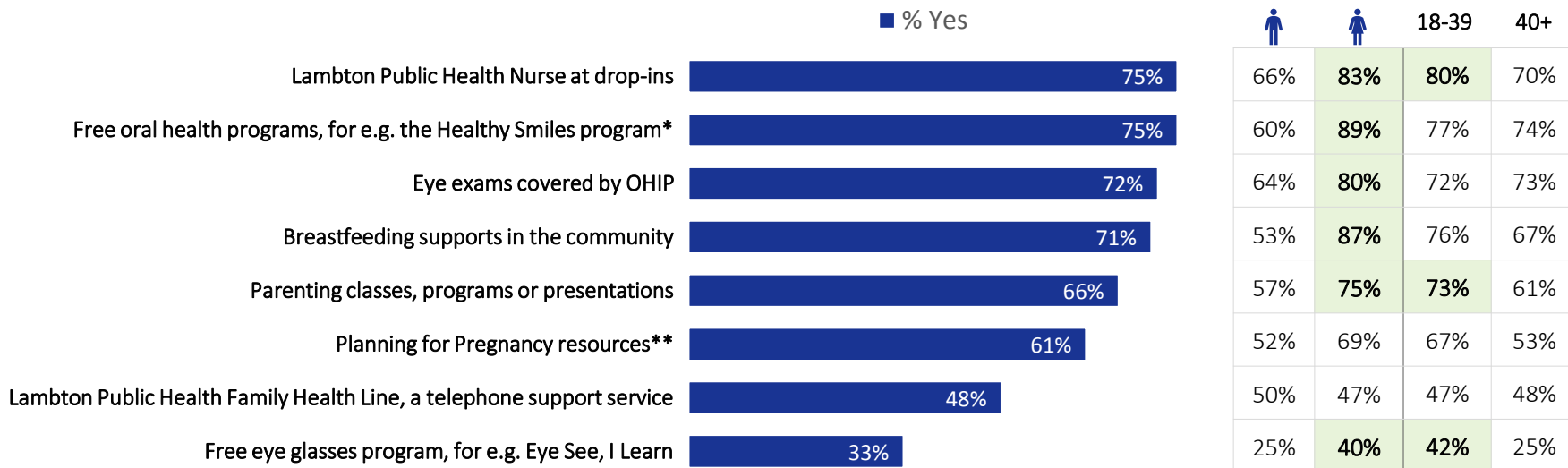
▲ ▼ Significantly higher/lower than other sub-group(s)

Q12. Before today, were you aware that Lambton Public Health offers programs and services to support parents in the community? Base: Very/Somewhat Familiar or Heard of it (n=393); male (n=172); female (n=221); 18-39 (n=181); 40+ (n=207).

Awareness of free programs in community

Three-quarters of parents said they were aware of Lambton Public Health Nurse at drop-ins (75%), free oral health programs (75%); 7 in 10 were aware of eye exams covered by OHIP (72%), and breastfeeding supports (71%). Two-thirds of parents (66%) were aware of parenting classes, programs or presentations. Half (48%) were aware of LPH’s Family Health Line telephone support service, and one-third (33%) are aware of the free eye glasses program.

All parents



Q17. I am going to read you a list of free child health and parenting programs and supports that are available in your community. Please tell me if you have ever heard about each of these. Base: (n=400); male (n=175); female (n=225); 18-39 (n=183); 40+ (n=212). Exceptions: **“Free” added to “Oral health programs” on June 18; all responses prior were deleted (n=286); male (n=123); female (n=163); 18-39 (n=127); 40+ (n=155). **Responses provided for those who answered prior to question being deleted (n=114); male (n=52); female (n=62); 18-39 (n=56); 40+ (n=57).

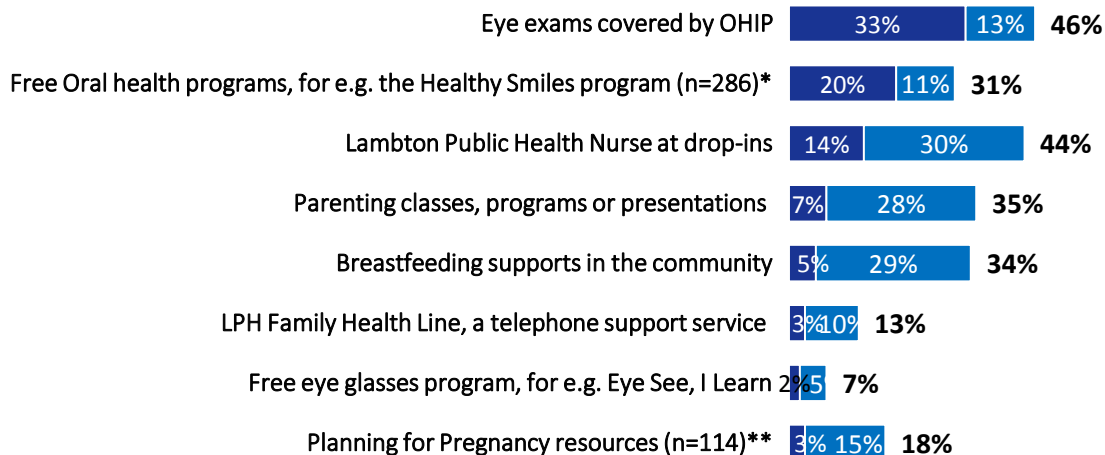
Green box = significantly higher/lower than other sub-group

Use of free programs in community

Of the free community services available to parents, over 4 in 10 parents have ever used LPH’s Public Health Nurse at drop-ins (44%) and eye exams covered by OHIP (46%). One-third have ever used the free oral health programs (31%), parenting classes, programs or presentations (35%), and breastfeeding supports (34%). Two in 10 have used the Planning for Pregnancy resources while 1 in 10 (13%) have used LPH’s Family Health Line. Lower income families are more likely to have used Free Oral Health programs (45%) LPH Public Health Nurses at drop-ins (53%) and parenting classes (44%).

All parents

■ Past year ■ More than a year ago



% used ever (past year + more than a year ago)

	Male	Female	18-39	40+	<\$65K	\$65K+
Eye exams covered by OHIP	41%	52%	43%	50%	40%	49%
Free Oral health programs, for e.g. the Healthy Smiles program (n=286)*	25%	36%	34%	27%	45%	24%
Lambton Public Health Nurse at drop-ins	28%	58%	57%	32%	53%	39%
Parenting classes, programs or presentations	26%	43%	42%	29%	44%	33%
Breastfeeding supports in the community	23%	46%	42%	28%	37%	35%
LPH Family Health Line, a telephone support service	11%	16%	13%	12%	17%	12%
Free eye glasses program, for e.g. Eye See, I Learn	5%	10%	10%	5%	10%	7%
Planning for Pregnancy resources (n=114)**	13%	21%	28%	7%	n/a	n/a

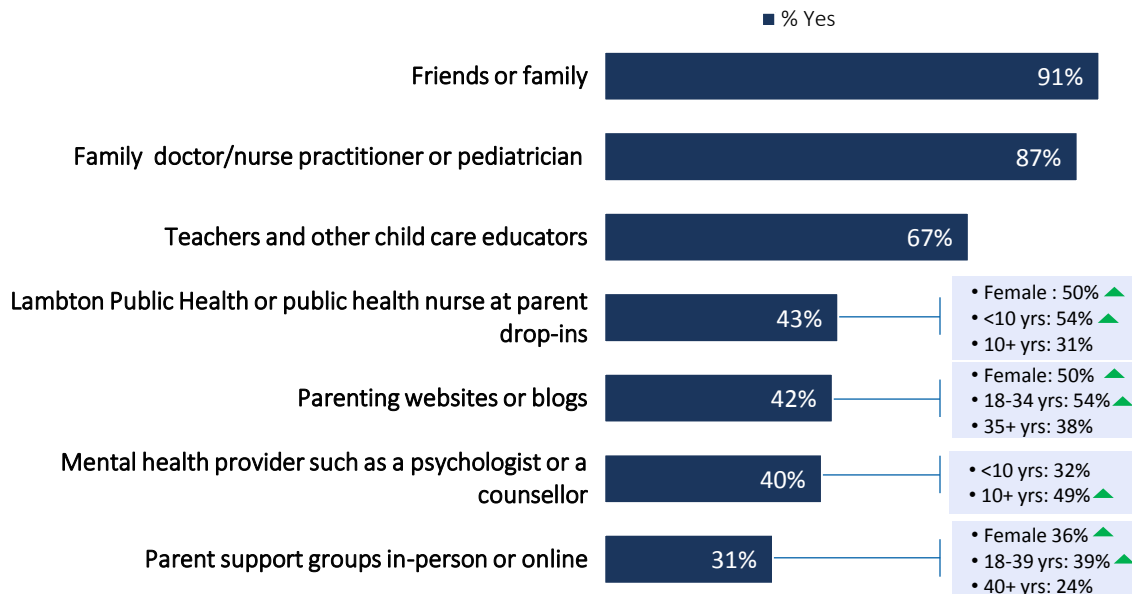
Q18. Of these child health and parenting programs and supports, please tell me whether you or your child have used any of these services, either in the past year or more than a year ago, or whether you have never used it. Base: rebased to all respondents (n=400); male (n=175); female (n=225); 18-39 (n=183); 40+ (n=212); <\$65K (n=114); \$65K+ (n=253). *Free Oral Health Programs (n=286); **Planning for Pregnancy (n=114).

Green box = significantly higher/lower than other sub-group

Parenting resources used

The majority of parents turn to friends or family (91%) and their family doctor/nurse practitioner/pediatrician (87%) when seeking advice, information or support for parenting. Two-thirds of parents (67%) turn to teachers/child care providers, while 4 in 10 access LPH resources (43%), parenting sites/blogs (42%), and mental health providers (40%).

Sources used when seeking advice, information or support for parenting

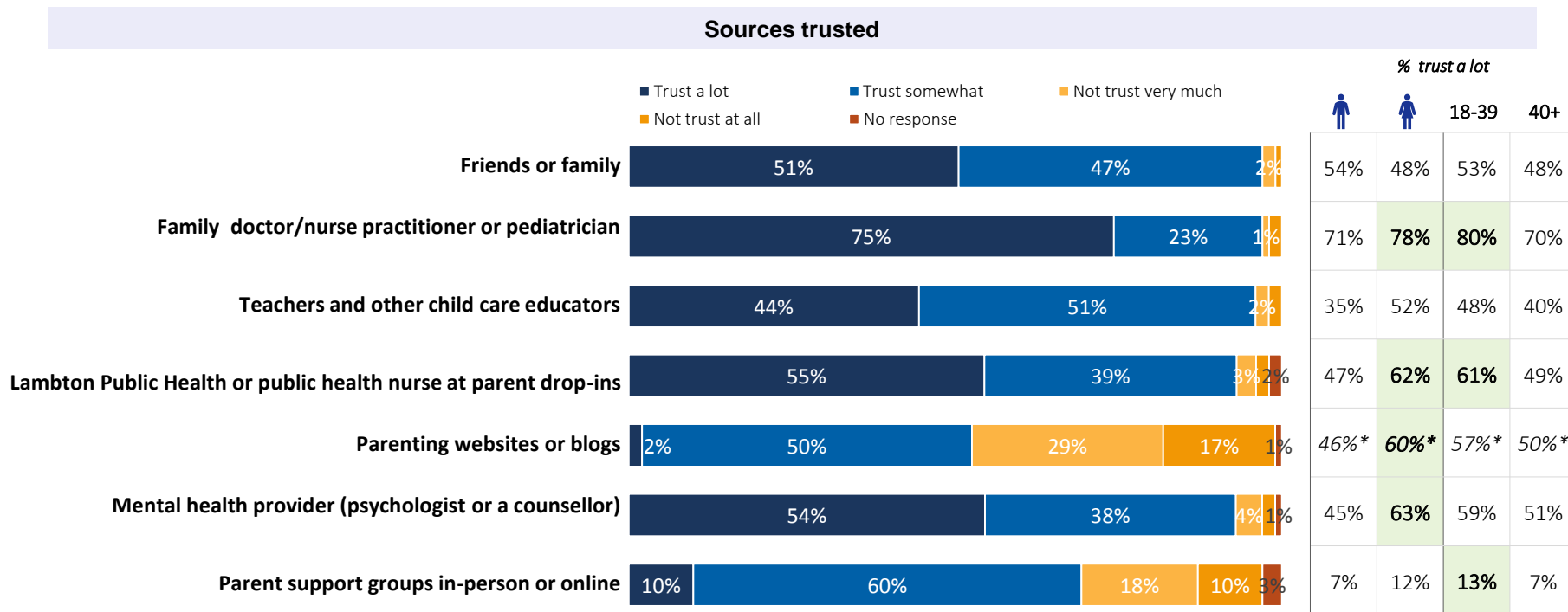


Q14. Which of the following sources do you use or turn to when seeking advice, information or support for parenting? Base: All parents (n=400); female (n=225); 18-34 (n=106); 35+ (294); Kids <10 (n=211); 10+ (n=189).

Green box = significantly higher/lower than other sub-group

Parenting resources trusted

While parents are just as likely to seek parenting advice from friends or family as they are from their family doctor/ nurse practitioner or pediatrician, they are far more likely to place greater trust in the latter (75% of parents say they trust a lot). They are equally likely to trust LPH (55%) as they are mental health providers (54%) and friends or family (51%). Very few put a lot of trust in online resources: parenting sites (2%).



Q16. I am going to ask you about the same list of sources as before. Even if you do not access a source, how much do you trust that each source provides accurate information about parenting, using a scale of (READ SCALE)? Base: All parents (n=400); male (n=175); female (n=225); 18-34 (n=106); 35+ (294); 18-39 (n=183); 40+ (n=212); Kids <10 (n=211); 10+ (n=189). * Top 2 box (trust a lot + somewhat used for parenting websites and blogs).

Green box = significantly higher/lower than other sub-group

C. SEXUAL HEALTH: ATTITUDES AND INTEREST IN INFO

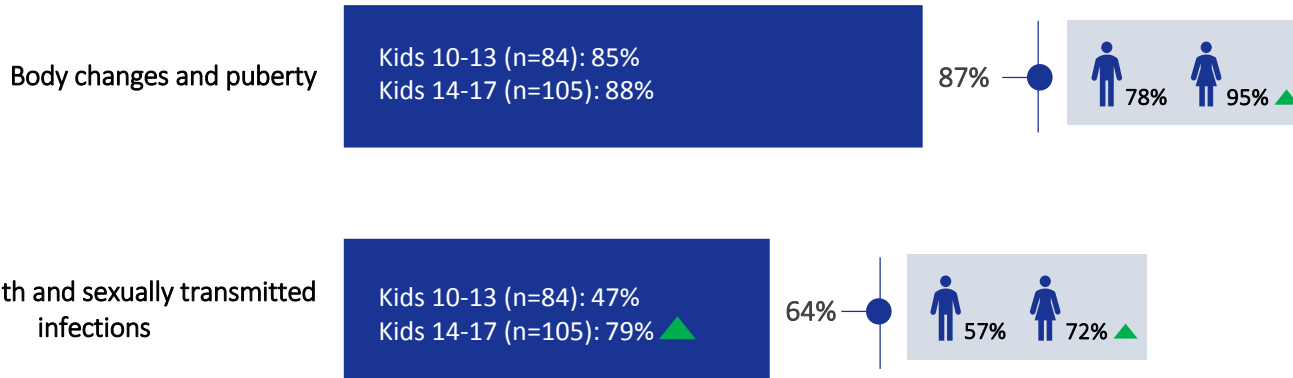


Talked to kids about sexual health

Almost 9 in 10 parents of children 10 years and older (87%) have talked to their children about body changes and puberty. Two-thirds (64%) have talked to their children about sexual health and sexually transmitted diseases; parents with older teens are much more likely to have done so (79%). Women were significantly more likely than men to say they have talked to their children about both topics on sexual health.

Among parents of children 10+ years old (n=189)

% Yes

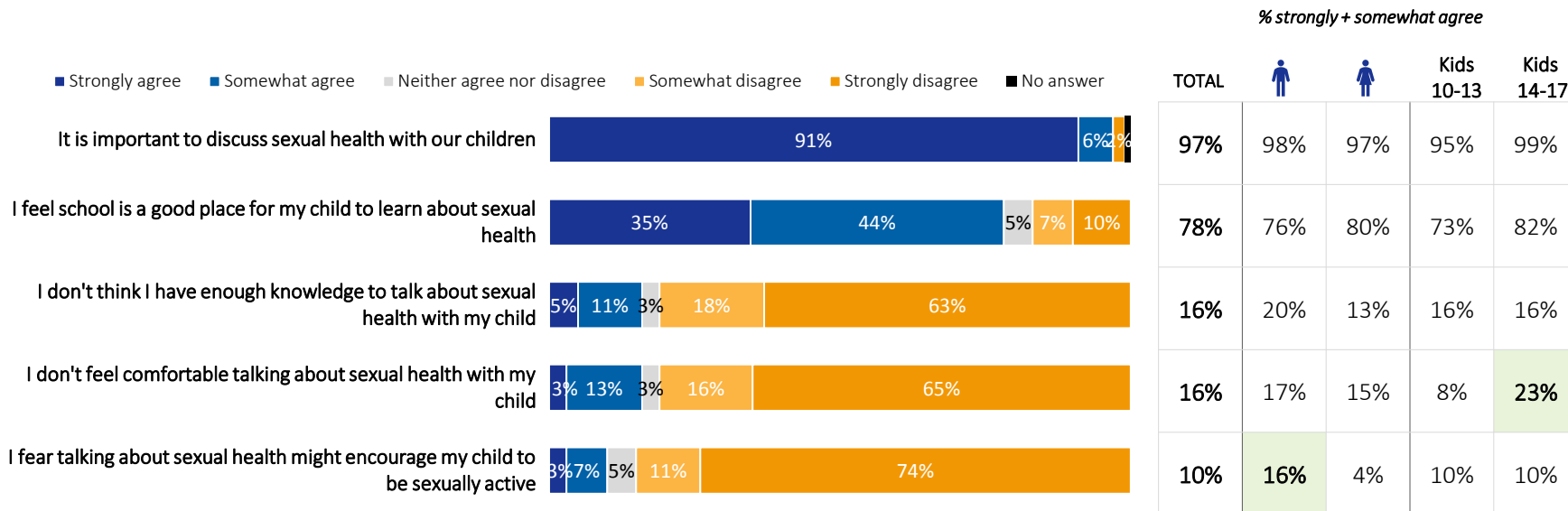


  Significantly higher/lower than other sub-group(s)

Attitudes about talking to kids about sexual health

Almost all parents agreed that it is important to discuss sexual health with their children (97%). A majority (78%) believe that school is a good place for their children to learn about sexual health. Few (16%) agree that they don't have the knowledge to talk about sexual health with their children and that they don't feel comfortable doing so; however, parents of older teens are more likely to say they don't feel comfortable talking to their kids (23%). One in 10 (10%) said they fear talking about sexual health might encourage their child to be sexually active; men are more likely to think so (16%).

Among parents of children 10+ years old (n=189)



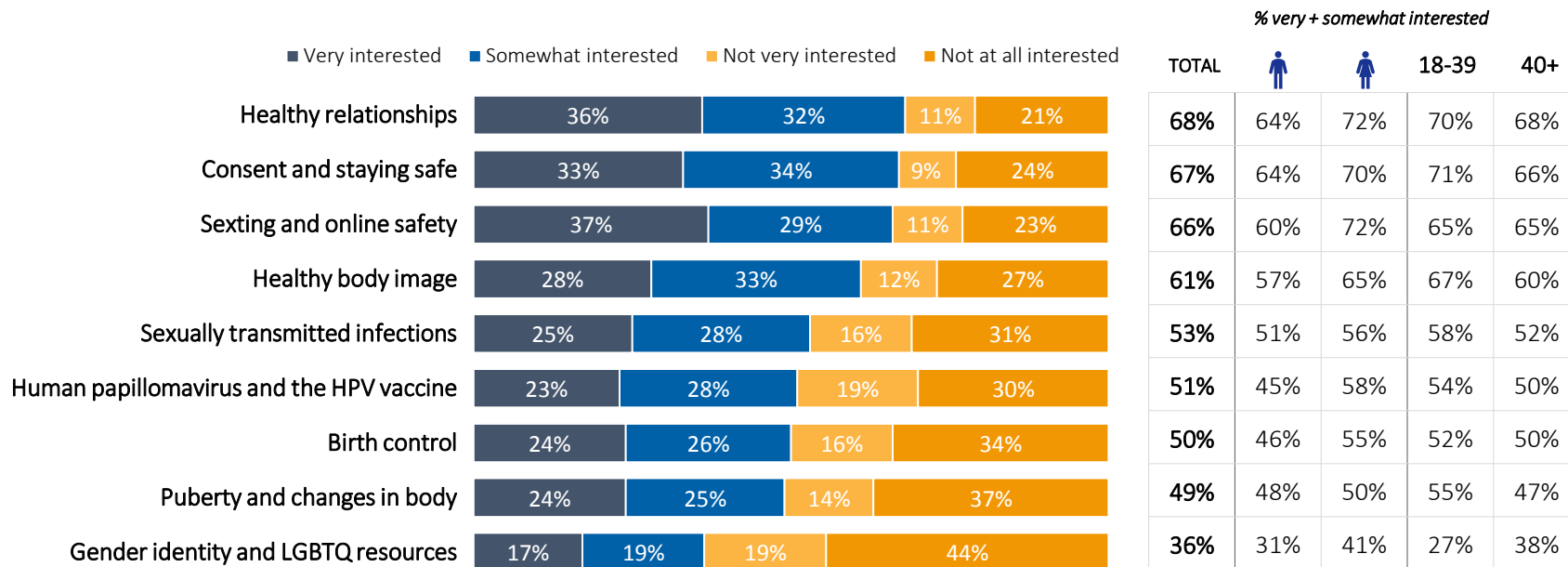
Q20. To what extent do you agree or disagree with each of the following statements, using a scale of (READ SCALE)....?
Parents of children aged 10 and up (n=189); male (n=87); female (n=102); kids 10-13 (n=84); kids 14-17 (n=105).

Green box = significantly higher/lower than other sub-group

Interest in sexual health topics

Parents are most interested in receiving information about healthy relationships (68%), consent and staying safe (67%), sexting and online safety (66%), and healthy body image (61%). About half are interested in information about sexually transmitted infections (53%), HPV (51%), birth control (50%), and puberty and changes in the body (49%). One-third (36%) are interested in information about gender identity and LGBTQ resources.

Among parents of children 10+ years old (n=189)



Q21. How interested are you in receiving information on the following sexual health topics, using a scale of ...?
 Base: Parents with kids 10+ (n=189); male (n=87); female (n=102). 18-39 (n=33); 40+ (n=154).

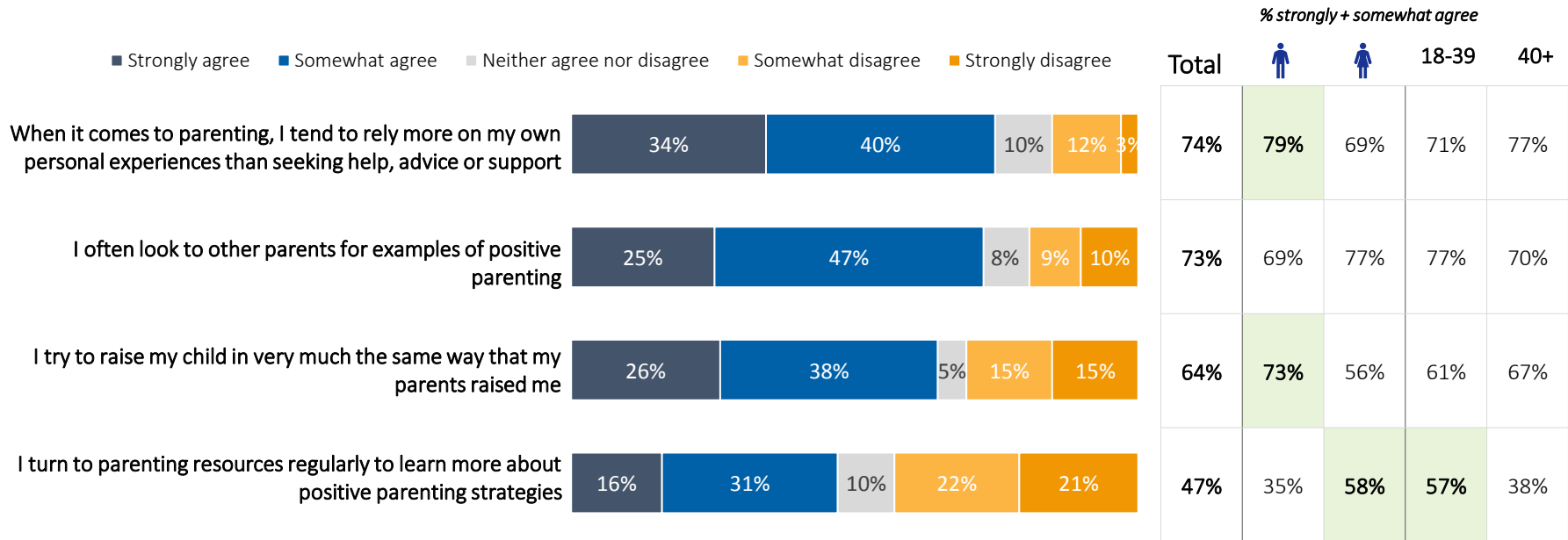
Green box = significantly higher/lower than other sub-group

D. PARENTAL SUPPORT AND ATTITUDES TOWARDS PARENTING

Attitudes about parenting (1 of 3)

Three-quarters of parents (74%) said they tend to rely more on their own personal experiences than seeking help, advice or support. A similar proportion (73%) said they often look to other parents for examples of positive parenting, while two-thirds (64%) said they try to raise their child in very much in the same way that their parents raised them. Roughly half (only 16% strongly agree) turn to parenting resources regularly to learn more about positive parenting strategies; women and those 18-39 are more likely to do so.

All parents (n=400)



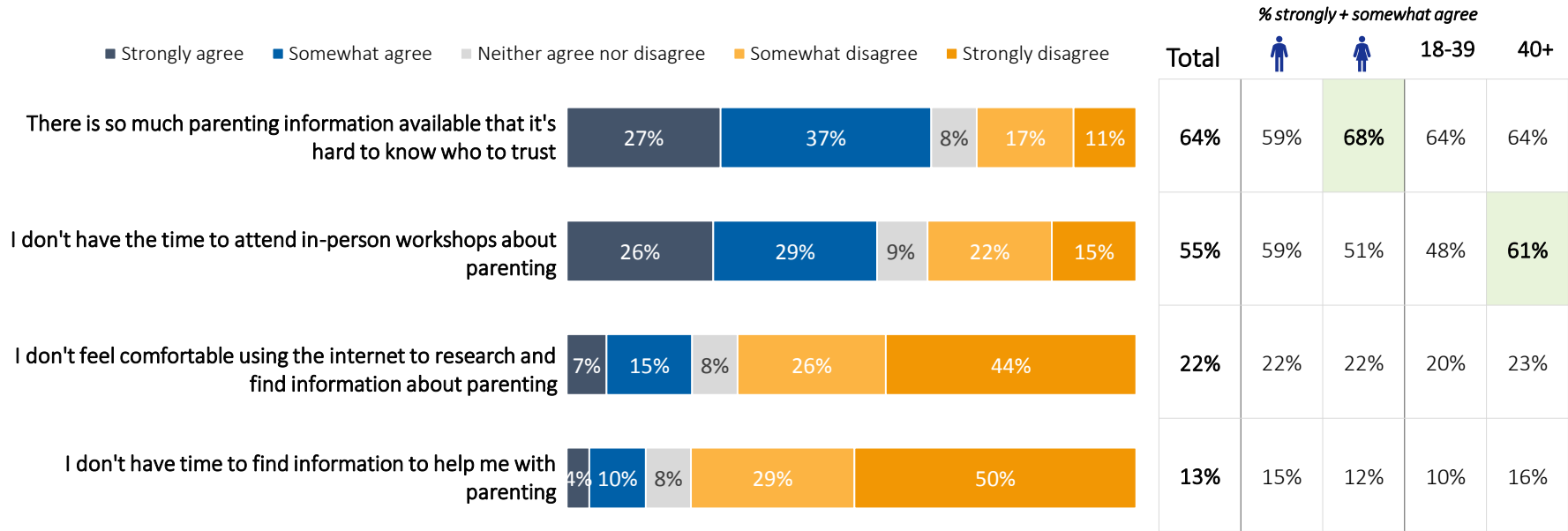
Q23 and Q24. To what extent do you agree or disagree with each of the following statements, using a scale of strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree? Base: All respondents (n=400); male (n=175); female (n=225); 18-39 (n=183); 40+ (n=212).

Green box = significantly higher/lower than other sub-group

Attitudes about parenting (2 of 3)

Two-thirds (64%) of parents agreed that there is so much parenting information available that it's hard to know who to trust. Two in 10 (22%) said they don't feel comfortable using the internet to research and find information about parenting. Over half (55%) agreed that they don't have time to attend in-person workshops about parenting, while only 13% said they don't have time to find information to help them with parenting.

All parents (n=400)



Q23 and Q24. To what extent do you agree or disagree with each of the following statements, using a scale of strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree? Base: All respondents (n=400); male (n=175); female (n=225); 18-39 (n=183); 40+ (n=212).

Green box = significantly higher/lower than other sub-group

Attitudes about parenting (3 of 3)

A majority of parents (95%) said they have confidence in their parenting skills (66% strongly agree). Three in 10 (28%) are concerned about not being seen as a good parent. There are no differences by age or gender.

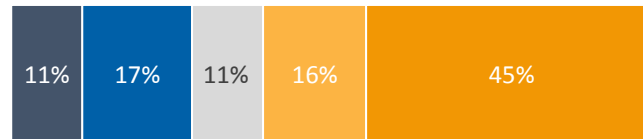
All parents (n=400)

■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree

I have confidence in my parenting skills



I am very concerned about not being seen as a good parent



% strongly + somewhat agree

Total	Male	Female	18-39	40+
95%	94%	96%	96%	94%
28%	28%	27%	27%	29%

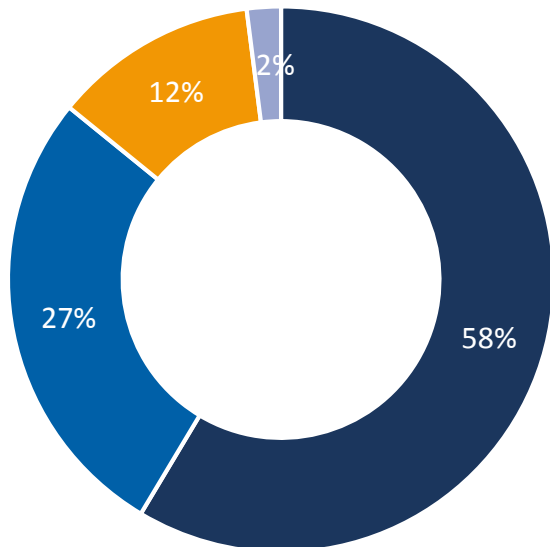
Q23 and Q24. To what extent do you agree or disagree with each of the following statements, using a scale of strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree? Base: All respondents (n=400); male (n=175); female (n=225); 18-39 (n=183); 40+ (n=212).

Green box = significantly higher/lower than other sub-group

Support when overwhelmed

Six in 10 (58%) parents said they receive the help and support they need when they feel overwhelmed or stressed as a parent. Women were more likely to say they would like more help (34%) but men were more likely to say they do not receive any help or support (15%), as are those whose children are 6 years and older (14%), and those who are single/ separated/divorced/widowed (21%).

All parents (n=400)

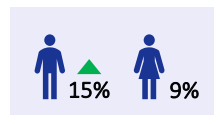
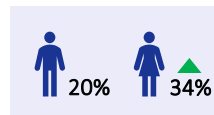


■ Receive the help and support you need

■ Receive some help but would like more

■ Do not receive any help or support at all

■ No response



- <6 yrs: 6%
- 6+ yrs: 14% ▲
- Single/separated/divorced/widowed: 21% ▲
- Married or common-law: 10%

▲ ▼ Significantly higher/lower than other sub-group(s)

E. PREFERRED INFORMATION CHANNELS AND MEDIA USE



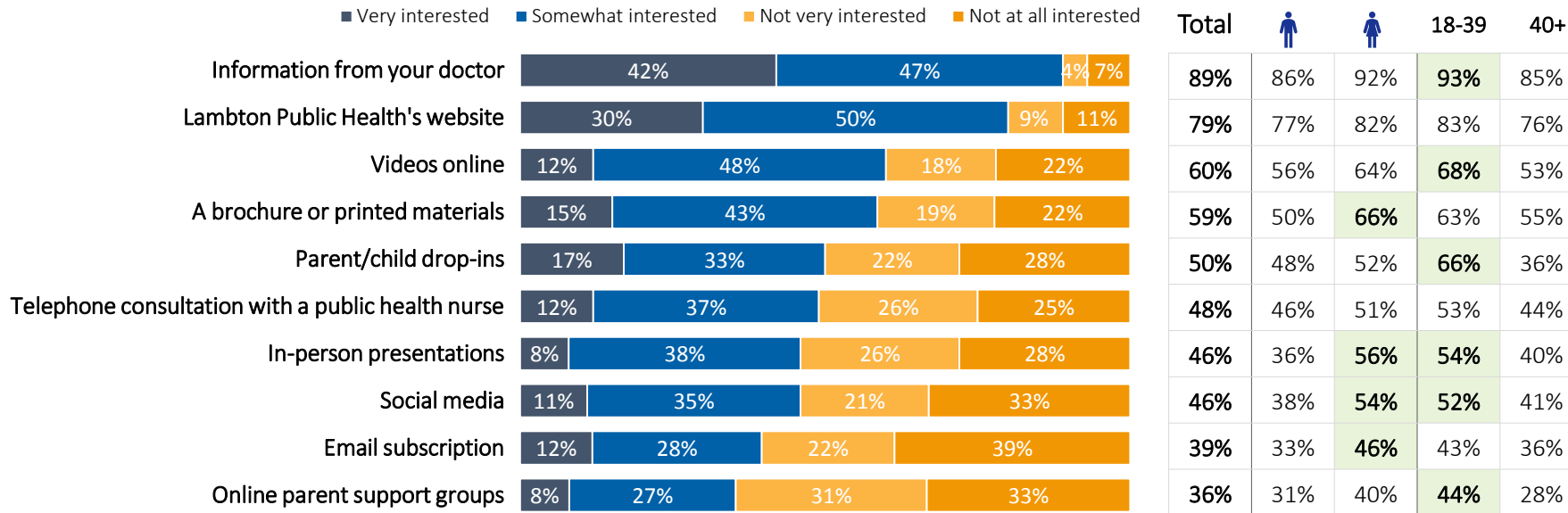
Interest in various information channels

The majority of parents said they would like to receive information and resources from LPH through their doctor (89%; 42% very interested) and LPH's website (79%; 30% very interested). Parents were equally likely to be interested in receiving information through online videos (60%) and brochures or printed materials (59%), although those younger (18-39) were more likely to prefer the online option (68%). Half of parents were interested in receiving information from parent drop-ins (50%), telephone consultations (48%), in-person presentations (46%) and social media (46%). About 4 in 10 are interested in email subscriptions (39%) and online support groups (36%).

All parents (n=400)

■ Very interested ■ Somewhat interested ■ Not very interested ■ Not at all interested

% very + somewhat interested



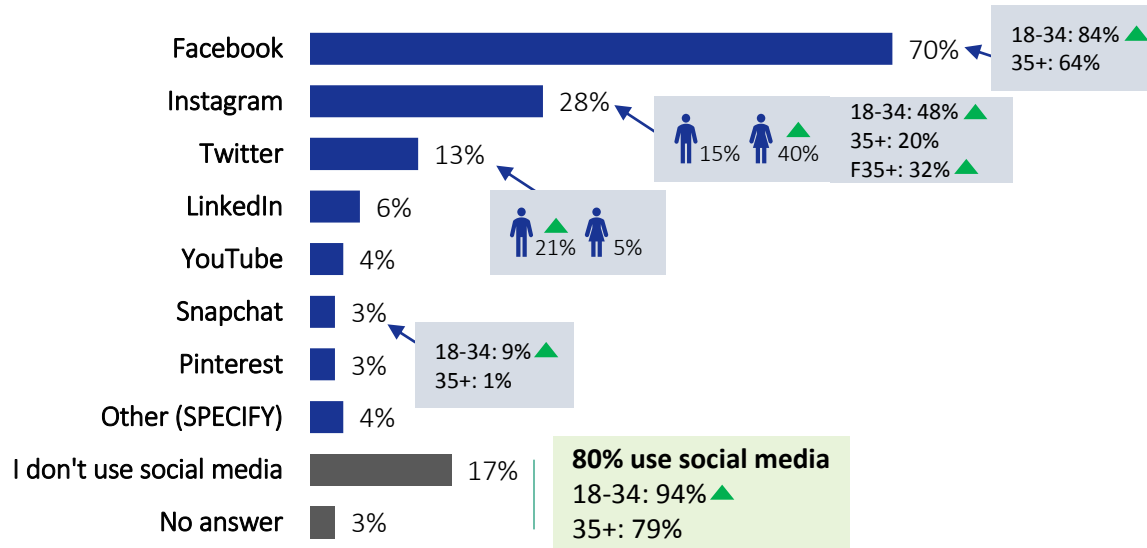
Q25. Lambton Public Health would like to provide information and resources to parents. Please indicate how interested you are in receiving information in each of the following ways, using a scale of ... (READ LIST). Base: All respondents (n=400); male (n=175); female (n=225); 18-39 (n=183); 40+ (n=212).

Green box = significantly higher/lower than other sub-group

Use of social media

Eight in 10 (80%) parents use social media regularly. Those younger 18-34 are significantly more likely to use social media. Facebook is the most widely used with 7 in 10 (70%) using it at least once every few days. Three in 10 (28%; 40% of women) use Instagram with the same level of frequency. One in 10 (13%) use Twitter; 21% of men vs. 5% of women.

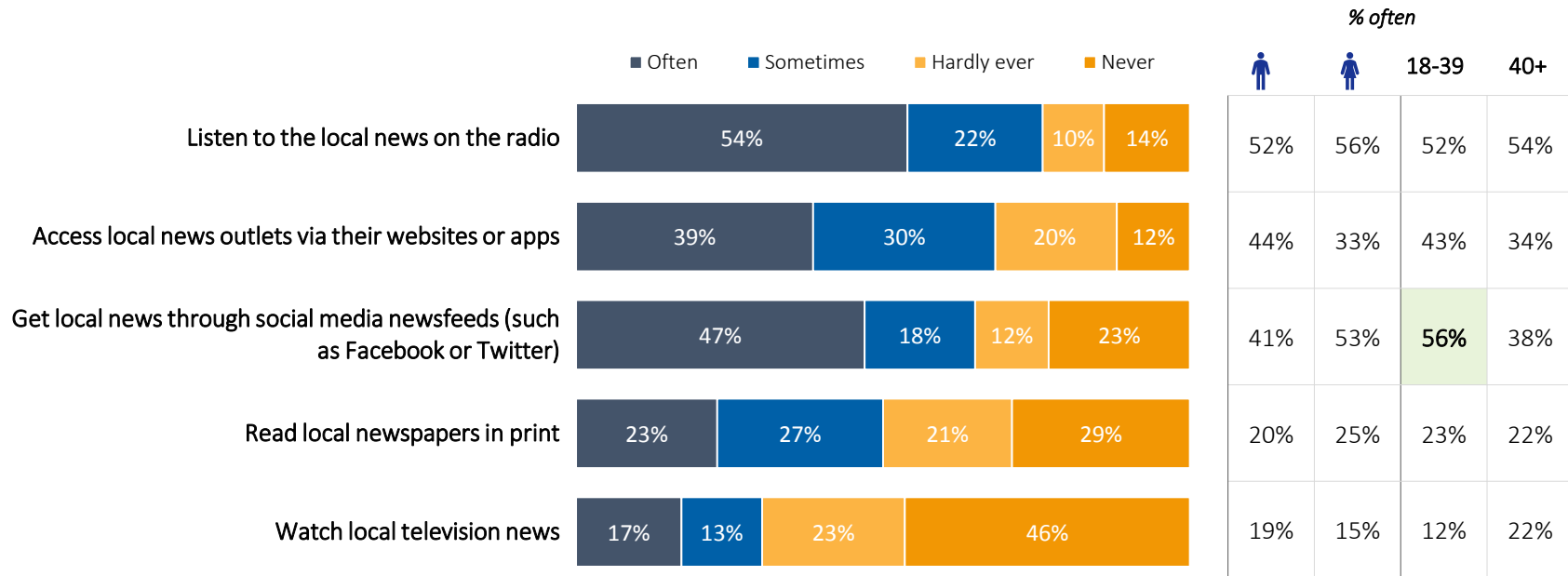
All parents who answered question (n=114)



Use of local media for news

The most widely used media for getting local news is via radio (54% listen to it often) and social media feeds (47% access it often; 56% of those 18-39 yrs old). This is followed by local news outlets via websites/apps (39%), local newspapers (23%), and local TV news (17%).

All parents who answered question (n=136)



Q27. When thinking about how you get local news, how often do you ...? Base: All who were asked question (n=136); male (n=64); female (n=72); 18-39 (n=64); 40+ (n=71).

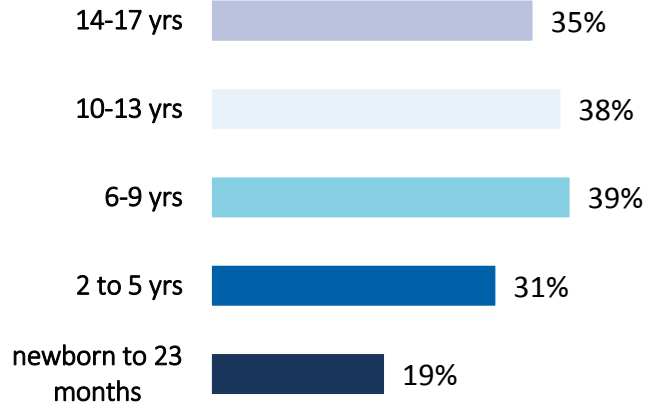
DEMOGRAPHICS

Proportion of parents with kids in each age group

Nineteen percent of parents who were surveyed have children who are under 2 years old; 31% have children 2 to 5 years old; 39% have children 6 to 9 years old; 38% have children 10 to 13 years old, and 35% have children 14 to 17 years old.

All parents (n=400)

Percentage of parents with children within each age group



Number of parents with children in each age group that was randomly selected for questions in survey

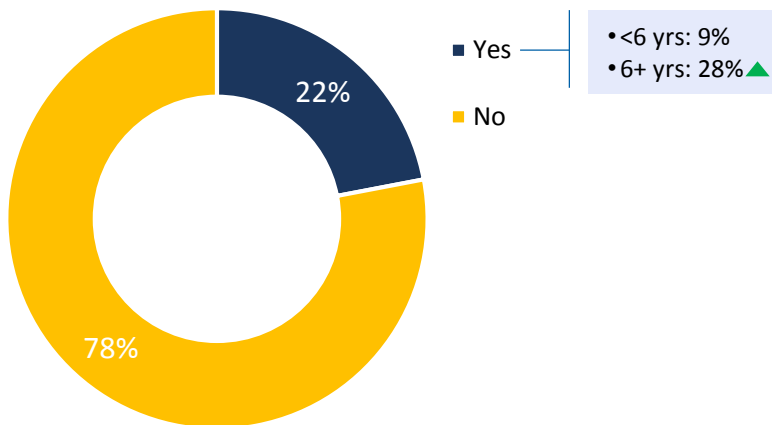
	<2 years old	2-5 years old	6-9 years old	10-13 years old	14-17 years old
n=	49	76	86	84	105

Parents with children with mental health/physical conditions

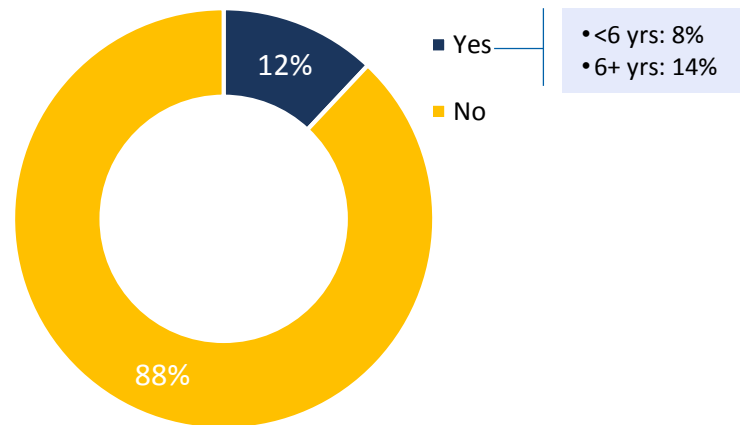
Twenty-two percent of parents have children with emotional/psychological or mental health conditions that have lasted 6 months or more. Twelve percent of parents have children with physical conditions that have lasted 6 months or more.

All parents (n=400)

Parents with kids with emotional/psychological or mental health conditions that have lasted 6 months or more



Parents with kids with physical conditions that have lasted 6 months or more



▲ Significantly higher/lower than other sub-group(s)

q28. Does your child/children have any emotional, psychological or mental health conditions that have lasted or are expected to last for six months or more?
q29. Does your child/children have any long-term physical conditions that have lasted or are expected to last for six months or more?

DEMOGRAPHIC PROFILE by gender and age

		Total	Male	Female	18-39	40+	
		<i>Unweighted base</i>	(n=400)	(n=175)	(n=225)	(n=183)	(n=212)
			A	B	A	B	
GENDER	Male	48%	-	-	44%	50%	
	Female	52%	-	-	56%	49%	
	18-39	45%	42%	48%	-	-	
	40+	53%	56%	51%	-	-	
Number of children	1	36%	37%	35%	34%	37%	
	2	41%	38%	44%	37%	45%	
	3 or more	23%	25%	21%	29%	18%	
Kids ages	<6 years	42%	42%	42%	79% B	11%	
	6+ years	58%	58%	58%	21%	89% A	
	<10 years	54%	53%	54%	89% B	25%	
	10+ years	46%	47%	46%	11%	75% A	
Marital status	Single/Divorced/Widowed	21%	17%	24%	22%	20%	
	Married or Common-law	79%	83%	76%	78%	80%	
Identify as Indigenous		7%	6%	8%	9%	6%	
Immigrant		9%	10%	8%	8%	9%	

REPORTING CONVENTION NOTE: When comparing data between sub-groups, a letter indicates that a result is significantly higher for this group when compared with the other subgroup(s).

DEMOGRAPHIC PROFILE by gender and age

		Total	Male	Female	18-39	40+	
		<i>Unweighted base</i>	(n=400)	(n=175)	(n=225)	(n=183)	(n=212)
			A	B	A	B	
Regional area	Urban	58%	57%	59%	63%	54%	
	Semi Urban	32%	34%	31%	27%	37% A	
	Rural	10%	9%	10%	10%	9%	
Education	HS<	15%	16%	15%	21% B	11%	
	Some college to some uni	52%	55%	50%	52%	53%	
	Uni +	32%	29%	35%	27%	36%	
Employment	Employed (FT)	70%	88% B	54%	62%	77%	
	All others	30%	12%	46%	38%	23%	
	Employed (FT/PT)	79%	90% B	69%	74%	83%	
	All others	21%	10%	31%	26%	17%	
Income	<\$30K	13%	11%	15%	16%	10%	
	\$30K to <\$65K	15%	11%	19% A	19%	12%	
	\$65K to <\$100K	23%	26%	21%	25%	22%	
	\$100K+	40%	43%	37%	33%	47% A	
Average (exclude don't know)		\$92,473	\$98,000 B	\$87,403	\$83,975	\$100,148 A	

REPORTING CONVENTION NOTE: When comparing data between sub-groups, a letter indicates that a result is significantly higher for this group when compared with the other subgroup(s).

APPENDIX

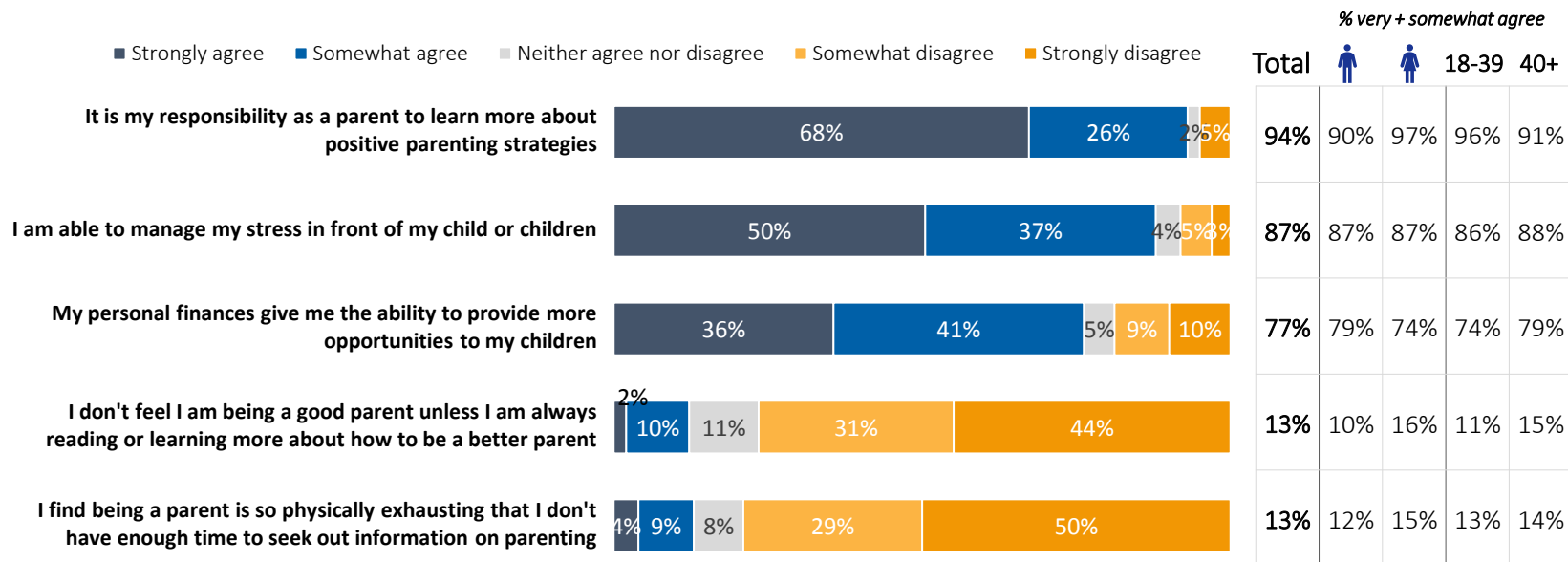
Attitudes about parenting (1 of 2)

The majority of parents (94%) agreed that it is their responsibility as a parent to learn more about positive parenting strategies.

Eighty-seven percent (87%) parents said they are able to manage their stress in front of their children.

Three-quarters of parents (77%) said their personal finances give them the ability to provide more opportunities to their children. Those earning \$65K or more are more likely to agree (83%).

All parents asked questions (n=144)



Green box = significantly higher/lower than other sub-group

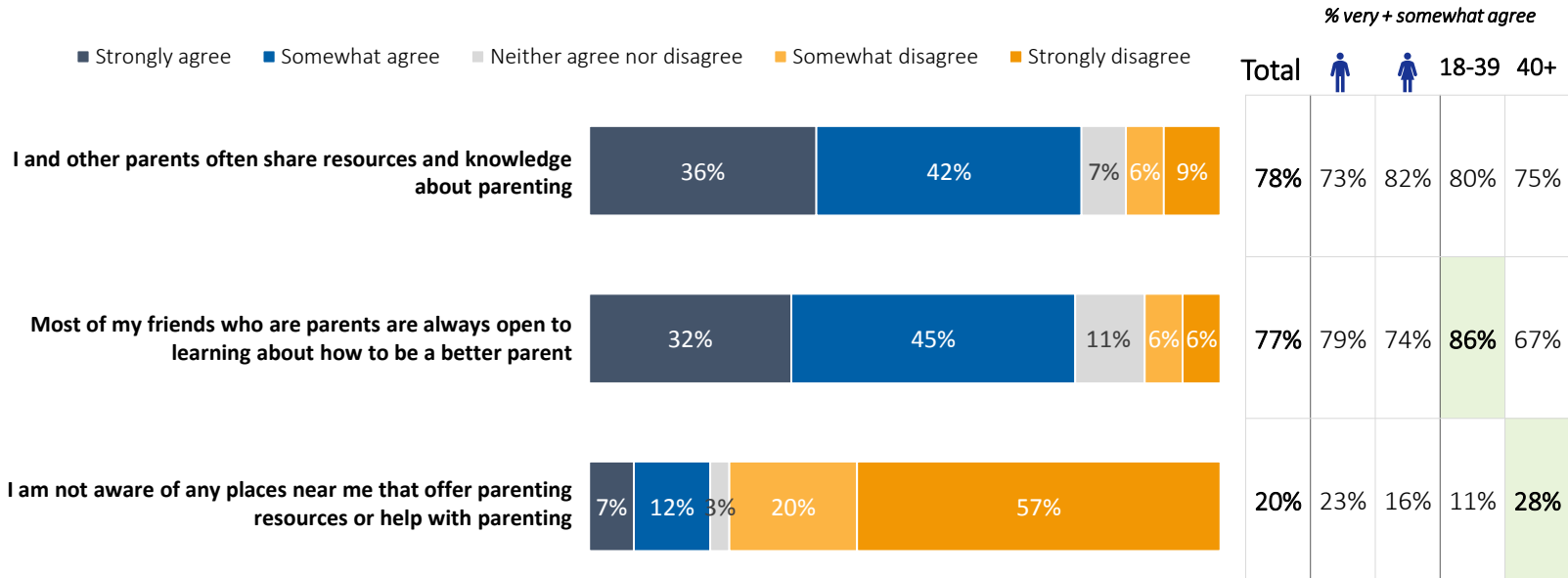
Q23 and Q24. To what extent do you agree or disagree with each of the following statements, using a scale of strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree? Base: All respondents (n=114); male (n=52); female (n=62); 18-39 (n=56); 40+ (n=57). Bases are too small to compare subgroups for statistical differences.

Attitudes about parenting (2 of 2)

The majority of parents said they often share resources and knowledge about parenting (78%) and that most of their friends are open to learning about how to be a better parent (77%).

Two in 10 (20%) said they were not aware of any places near them that offer parenting resources.

All parents asked questions (n=144)



Green box = significantly higher/lower than other sub-group

Q23 and Q24. To what extent do you agree or disagree with each of the following statements, using a scale of strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree? Base: All respondents (n=114); male (n=52); female (n=62); 18-39 (n=56); 40+ (n=57). Bases are too small to compare subgroups for statistical differences.

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