We conducted a survey this past January and February so that we could better understand what parents want and need and we could develop programs that would continue to support families. In particular, we looked at where people get their parenting information, why people do or do not attend our programs, what they think of our website, our newsletter, our programs and the Center in general.

Overall, you like us! We received an overall rating as a resource for parents between “very good” and “excellent.” We are glad you find us to be helpful, supportive and an organization that you would recommend to others!

On a scale of 1 to 5, with 1 being a poor resource and 5 being an excellent resource, how would you rate the Center for Parenting Education as a resource for parents?

Overall rating

Average rating = 4.43

Where do you go for parenting help? Mom knows best. Virtually all of the parents polled (91%) ask family and friends their parenting questions. Almost three-quarters (73%) of the respondents read parenting books and an additional two-thirds (64%) find answers to their parenting questions on the Internet, which speaks to our success with our Library of Parenting Articles.
ATTENDED PROGRAMS

For those of you who come to our programs, it is clearly worth your time and the benefits last beyond that day. After attending, you make good use of the information:

- 95% of attendees make changes in their homes that help them do a better job of raising their children,
- 82% share the information learned with friends/relatives/child care providers,
- 68% refer back to the handouts.

![Graph showing percentage of attendees who made changes, referred back to handouts, and shared information](image)

NOT ATTEND PROGRAMS

But not everyone who answered the survey has attended our programs. 42% of respondents did not attend programs at The Parenting Center. The main reasons for not attending our programs have to with logistics (62%), rather than a lack of interest:

- 29% live too far away to attend; 19% are interested but are already too busy; and 17% are interested but the times don’t work for them.

Additionally, 31% of responses relate to a lack of awareness of our services:

- 24% are not aware of The Parenting Center Programs and another 7% don’t know what a Parenting Center does.

Finally, 22% use other resources:

- 12% get the information they need from the Internet; 10% prefer to ask friends and family.

Only 7% report that they do not need the help or support, which indicates a great need by 93% for the information and guidance that the Parenting Center provides.
With so many people turning to the Internet to find answers to their parenting question, how is our website doing? The Parenting Center website is considered to be very useful (4.08 on a 5 point scale).
Overall people were slightly more inclined than not to access The Parenting Center’s website when they have a parenting question. 50% reported that they are likely to go to our site to find answers. We will need to convince the remaining 50% that our online resources are as great and useful a place to look for information and support as our face-to-face programs are.

65% of respondents receive the News & Views Newsletters and almost all of those who receive the articles (97%) read them at least some of the time.

Parents rate the News & Views as being very helpful (3.97 on a 5 point scale).
NEW IDEAS

We’ve listened to you and based on your responses:

- We are linking our Recommended Readings to Amazon to make it easier for you to buy books that will be helpful to you.
- We are currently running online workshops three times a year and have attendees from around the world. We will keep you posted if we run moderated online discussion groups/Q&A sessions.
- We will spread the word about how useful the workshop information is in making changes in your homes that will help you do a better job of raising your children.
- We will remind everyone that our online Library of Articles is a great place to find the answers to your parenting questions, when you have the need and have the time and that you can go at your own-pace.
- We will continue to write our News & Views Newsletters – it is great to know how many of you take the time to read them and rely upon them as a source of parenting information.