

Family questionnaire results  
Literacy Asset Map Research  
RESULTS AND INTERPRETATIONS

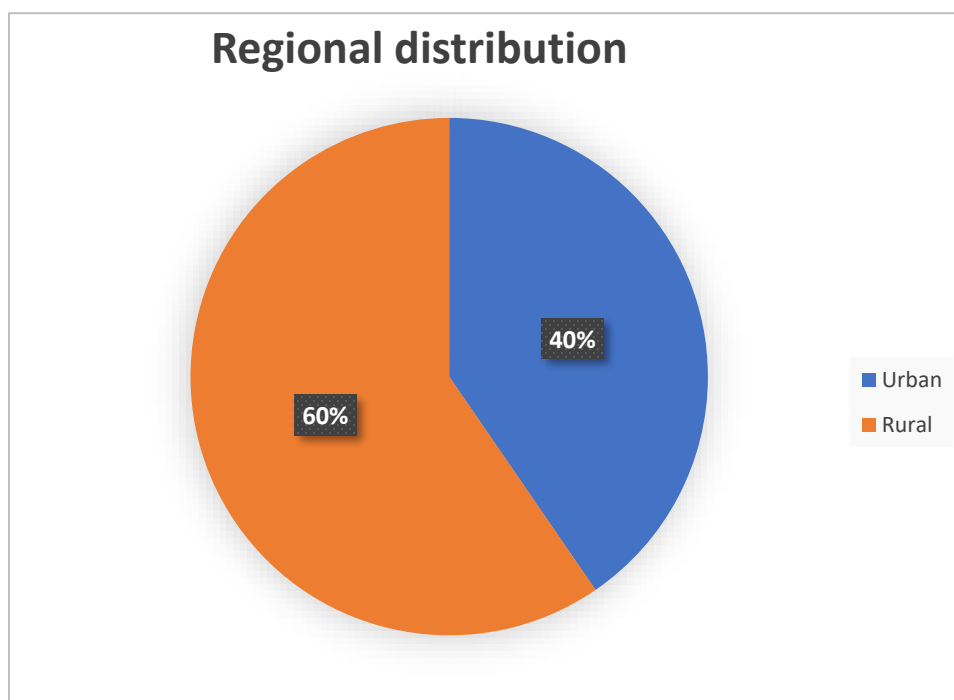
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Parents and caregivers with children aged between 0 and 5 living in New Brunswick were solicited between January and February 2019 to complete a survey which was designed to find out how parents and families access information on early childhood development and parenting.

#### Demographic data

A total of 1511 individuals participated to the survey. Forty-percent (40%) of the sample originated from large centers in New Brunswick (i.e., Moncton, Dieppe, St-John, Miramichi, Edmundston), while 60% originated from rural areas. Fifty-eight percent (58%) identified as Francophone, 35% as Anglophones, and 7% as other (i.e., new comers, multicultural, indigenous group, other; see Table 1).

Figure 1. Proportions of individuals per area in New Brunswick



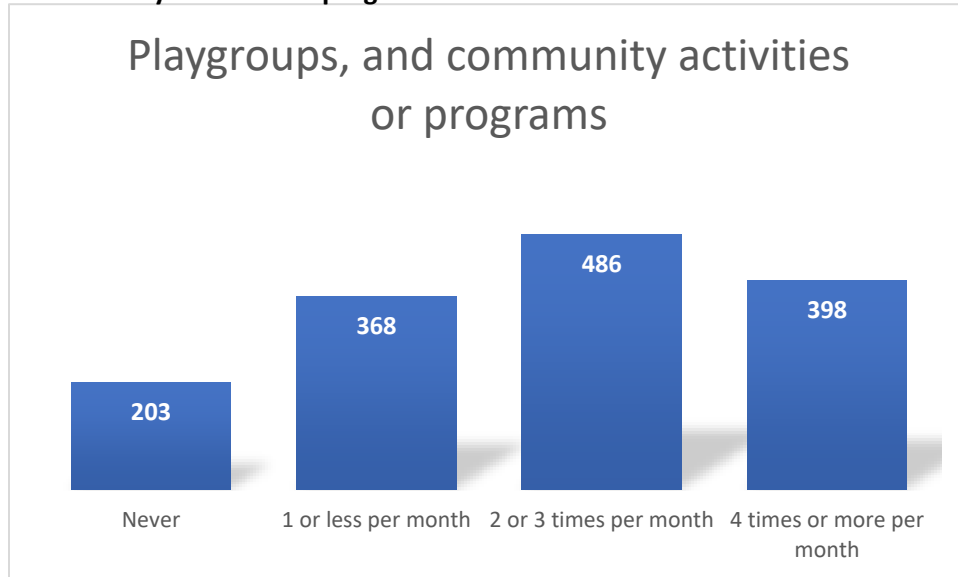
**Table 1. Group identity of current sample**

<b>Group identity</b>	
Francophone	875
Anglophone	535
Newcomer	27
Multicultural	27
Indigenous group	24
Other	23

**Descriptive data**

Figure 2 presents the number of parents and caregivers who participate in playgroups, community programs or activities with their children in their community. Over 85% of the sample engaged in such activities at least once a month.

**Figure 2. Number of parents and caregivers who participate in playgroups, community activities or programs**



As shown in Figure 3, parents and caregivers mostly search for information on Early Childhood Development and Parenting through their family and friends (30%) and on the internet (30%). A modest proportion (between 10 and 13%) access information at their community library, from family resource centers, and from their daycare. Also, 6% search information alongside professional (e.g., doctors, nurse, social workers), their school, Talk With Me program, Francobulles, and support groups.

**Figure 3. Proportion of resources consulted for information on early childhood development and parenting**

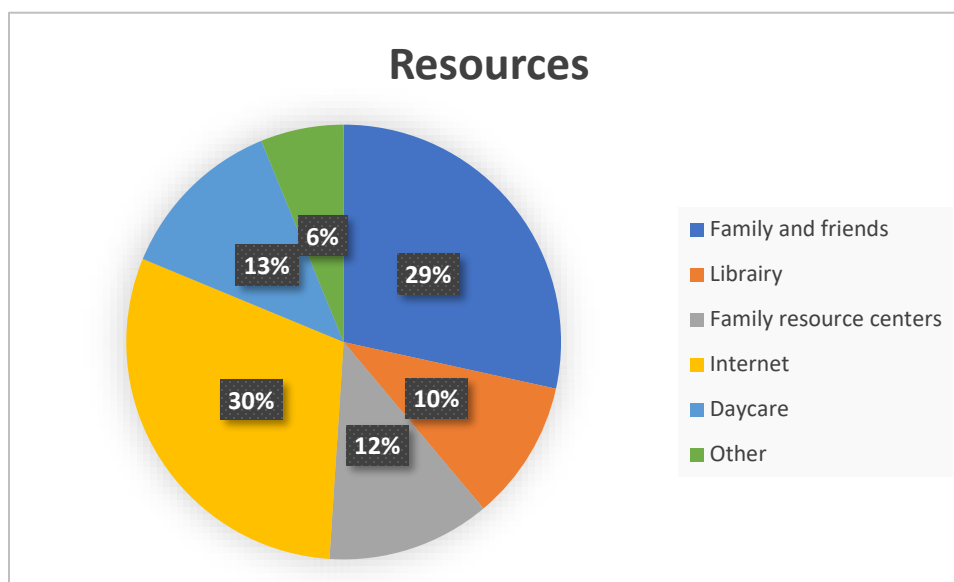


Figure 4 shows the areas of interest of parents and caregivers of children between the age of 0 and 5. One person in five often searched for information on child behaviour and discipline (20%). A large proportion of the sample also searched for parents and tot group (17%), parenting tips and tools (16%), music for children (13%) and tips for language development (13%). Lastly, 4% of the sample often search for information on books and how to tell stories, 7% to find help for their child's development, 7% to find daycares and early childhood services. A small proportion often searched for other resources (1.5%) such as autism, anxiety and attachment disorders, raising bilingual children, breastfeeding, sleeping/nutrition, activity ideas, and medical advice.

**Figure 4. Type of information researched by parents and caregivers**

