


# INFORMATION FLOW TO PARENTS: TOO MUCH OR NOT ENOUGH?

  
**15,000**  
Québec parents expressed their opinions about parenting as part of the Perspectives parents initiative

## 1 IN 4 PARENTS HAVE ELEVATED INFORMATION NEEDS

They are more likely to be:

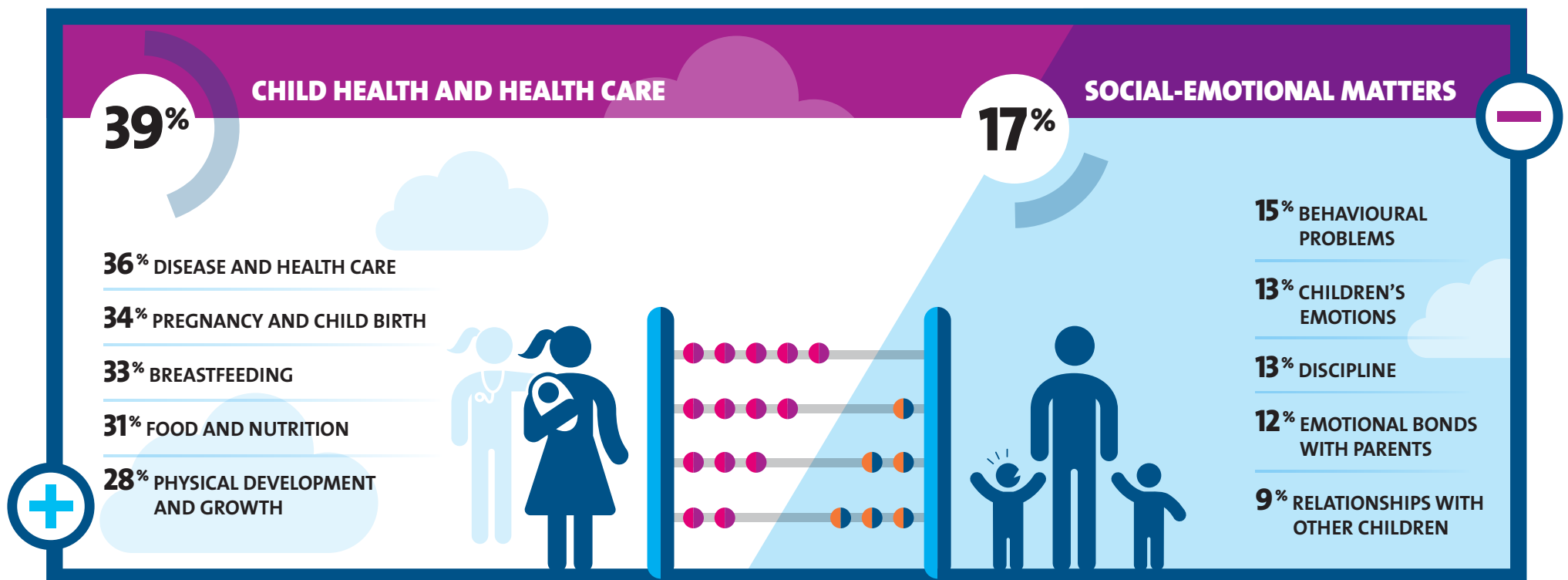
- mothers
- parents with higher levels of education
- born outside Canada
- aged 40 and over

## 1 IN 4 PARENTS ARE UNABLE TO FIND THE INFORMATION THEY NEED

They are more likely to be:

- living in a low-income household
- without any educational qualifications

## Parents' information needs

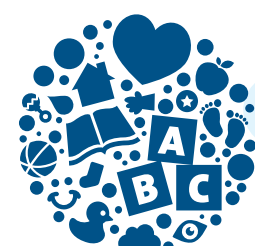


## Their information sources



## WHAT ARE THE IMPEDIMENTS TO ACCESSING INFORMATION?

HOW CAN WE ADJUST OUR COMMUNICATIONS TO BETTER MEET PARENTS' SPECIFIC INFORMATION NEEDS?



**AVENIR D'ENFANTS**  
DES COMMUNAUTÉS ENGAGÉES