National Parenting Pulse Survey
Understanding the current parenting experiences, challenges, and needs for support in Australia

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Research Summary

Why was the research done?

Parents have a central role in determining the development, health, learning, and wellbeing of their children through parenting. To support parents, the Australian government and various state governments have made policy commitments to improve the accessibility of evidence-based parenting programs (e.g., Australian Government Department of Health and Aged Care funded the national rollout of the Triple P – Positive Parenting Program as part of the Parenting Education Support Program [PESP]). Also, the Covid-19 pandemic and the rising cost of living have posed unique challenges to families in Australia. To inform policy, research, and service delivery, a large-scale, national parenting pulse survey is needed to capture the most up-to-date parenting experiences, challenges, and needs of parents in Australia.

What were the key findings?

Over 8,300 parents in Australia participated in this online National Parenting Pulse Survey. Overall, almost 9 in 10 families have had to cut back on their spending due to the rising cost of living. About 6 in 10 parents were dissatisfied with the amount of time they spent on self-care, more than 8 in 10 parents felt sleep deprived at least once a week, and more than 3 in 10 parents experienced feelings of guilt every day. Parents reported that these factors and stressors have limited their ability to be the calm and loving parents they wanted to be, which lead to the finding that the vast with the majority of parents (85%) reporting yelling or raising their voice at their children. Screen time, social media use, and cyber safety were top concerns of parents and a major source of conflict in many families (82%). Our findings also indicated that parents tended to rely on a wide range of sources for parenting advice and support. Nearly half of all parents indicated that they choose parenting programs as their source of information. These experiences were generally consistent between states and territories.

What does this mean for policy and practice?

A national parenting pulse survey can provide useful information about what aspects of parenting might need greater focus in current service provision. In the present instance, the survey revealed an ongoing requirement for support for parental mental health and self-care (e.g., sleep, guilt), and specific resources to address parents' concerns about the negative effects of social media use in children.

Citation

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Introduction

Parents have a fundamental role in determining the development, health, learning, and wellbeing of their children through parenting (Albanese et al., 2019; Doyle et al., 2023; Sanders & Morawska, 2018). It is widely recognised that providing evidence-based parenting support can bring considerable benefits to children and families (Doyle et al., 2023). Informed by the evidence, the Australian government and various state governments have made policy commitments to improve the accessibility of parenting supports. Therefore, it is important to capture the experiences, challenges, and needs of parents to inform policy, research, and services that impact on parenting and thus child outcomes. This process can be viewed as engaging parents as consumers and making sure the policy and programs can meet the changing needs of the families. Among different ways of capturing parents' voices, conducting a parenting survey is one of the most cost-effective methods.

Parenting surveys can take many different forms. One approach is to track the same children over time. A well-known example is the Longitudinal Study of Australian Children (LSAC), which has tracked the development of two cohorts of 5,000 children since 2003. Parents have been surveyed every two years while their children grow. Over the years, LSAC has provided invaluable information to researchers to develop better understanding of the links between parenting and various child outcomes. However, such an approach often has considerable limitations, such as taking a long time to complete, being resource-consuming, and difficult to use to inform policy in a timely and effective way due to its complexity.This approach tends to track individuals over time, which may also lead to reduced representativeness of the entire population in later waves due to attrition. Most importantly, with children constantly growing, parents' experiences of having a child at certain age can only be captured once, and so data loses its recency.

Another approach is to conduct cross-sectional parenting surveys with parent samples representative to the population. Although this approach has limited ability in deducing causal relationships between parenting factors and child outcomes, it has advantages in its cost-efficiency, practicality, and the recency of the findings. This enables a snapshot of the contemporary experiences and allows the needs of families to be captured in a timely manner. An Australian example is the *Every Family Survey* (Sanders et al., 2007; Sanders et al., 2008), in which structured telephone surveys were conducted with a random sample of 4,100 Queensland families with children under the age of 12 years. Parents were asked about their children's behavioural and emotional adjustments, experiences of parenting, parental adjustment, parenting confidence, and rates of participation in parenting support programs. An international example is the *International Parenting Survey* (Morawska et al., 2019). Over 9,000 parents of children aged 2-12 years old residing in Australia, Canada, Germany, Hong Kong, Switzerland, and the U.K. were surveyed in either English or their own language. The *International Parenting Survey* mainly covered parents' experiences in five broad aspects: child functioning, parenting practices and confidence, parental adjustment and family functioning, current access to services, and preferences for parenting support. These surveys have been used to help with service planning, theory testing, as well as tracking populations across time.

Ideally, if the resources allow, these cross-sectional surveys can be conducted routinely with repeated sampling of parents who are representative of the population. Routine data collection enables consistent tracking of the population, and can be used to evaluate the effectiveness of policy and existing services in response to the needs of families over time. An excellent example is the *Parenting Today in Victoria* project (Wade et al., 2018), which first conducted a population parenting survey in 2016, and subsequently conducted routine surveys every three years (i.e., 2019, 2022). The recent 2022 survey reported the experiences

of 2,602 primary caregivers of children under 19 years residing in Victoria (Kienhuis et al., 2022). The survey covered the following topic areas: experience of being a parent, concerns about child behaviour and parenting practices, parents' engagement in children's learning, parent wellbeing, and access to parenting support. The *Parenting Today in Victoria* project has provided important insights into the parenting journey of Victorian parents; however it is unknown whether the reported experiences were shared with or differed from parents living in other parts of the country.

A large scale, epidemiologically sound national parenting survey can fill the current knowledge gap in parents' experiences and can be used to inform national policy, services, and research. In the current Australian context of post-pandemic changes in family lives, rising cost of living, and the increasing impact of technology on child development, learning, and mental health, nationally representative data provides important insight into family functioning and parenting concerns. In Australia, there have been significant policy investments in providing accessible, high-quality, evidence-based parenting support by different levels of government. For example, since 2022, the Australian Government Department of Health and Aged Care (DHAC) has provided support through the Parenting Education and Support Program (PESP). The PESP provides nation-wide universal access to a suite of online programs within the Triple P – Positive Parenting Program® (Triple P)to all parents and carers in Australia of children under 12 years of age. Triple P is one of the most extensively evaluated and widely disseminated evidence-based parenting support programs in the world (Sanders, 2023). A state-wide roll-out of various Triple P programs has also been funded by the Queensland Government Department of Child Safety, Senior and Disability Service since 2015.

To address the existing knowledge gap of parenting experiences at a national level, the first National Parenting Pulse Survey was conducted in 2024, as part of the PESP. The

overarching aim of the National Parenting Pulse Survey was to gather information about parents' current experience, challenges, and needs for parenting support in Australia, to inform policy and service delivery. The topics in the survey were carefully chosen to reflect trending issues for families. The selection of topics was informed by past large-scale parenting surveys completed in different Australian states (e.g., Kienhuis et al., 2022; Sanders et al., 2007), to provide up-to-date data on parenting challenges such as parent wellbeing, parental confidence, and how parents get information about and support for parenting concerns. Topics were also selected to provide insights into emerging challenges, such as the impacts of the rising cost of living (Broadbent et al., 2023; Meadows et al., 2024), children's screen use and cybersecurity (Morawska et al., 2023), and parent sleep (McCann et al., 2015).

Method

Sampling Approach

The National Parenting Pulse Survey was developed by *Triple P International Pty Ltd (TPI)* (https://www.triplep.net/glo-en/home/) and its research partner, *CT Group* (https://ctgroup.com/) and carried out as part of the PESP. Surveys were conducted by the *CT Group*, which recruited a total of 8,304 parents in Australia through three pathways to participate.

- Firstly, a sample of 2,013 parents were recruited by data and insights company *Pureprofile* (https://www.pureprofile.com/) through a variety of sources, including internal referral programs, paid acquisition, social media, search engine marketing, offline marketing, and location-based registration to form an Online Market Research Panel. To ensure the sample was nationally representative of the Australian parent population, quotas were placed on location, gender, age of children, living situation, and Triple P usage. Participants recruited through this pathway received monetary compensations for completing surveys.

- Secondly, 2,220 parents were recruited through an advertising campaign through *Meta* (https://about.meta.com/). Parents completed the Online Survey through clicking on the advertisements. Triple P practitioners and organisations collaborating with *TPI* were informed of the survey live period and asked to help promote the survey. No demographic quotas were placed on this sample.

- Thirdly, all parents who have registered for a access to a Triple P Online System (TPOS) program (i.e., TPOL, TPOL for Baby, Fear-Less TPOL) in the last 12 months received an email invitation and a reminder to complete the survey. Emails were distributed by *TPI* who has the permission to contact parents. A total of 4,071 parents were recruited through this pathway (Triple P Online Registrants), with no demographic quotas.

Participants

Survey respondents reported being female (81%), aged between 18 to 44 years (79%), with a university degree (61%), married, or in a de facto relationship (82%), and living in an original family (81%). Respondents reported a range of household incomes. Compared to the national average, there was greater representation of Aboriginal and/or Torres Strait Islander peoples than the general population (4.7% versus 3.8%; Australian Bureau of Statistics, 2021). However, there were relatively fewer parents from culturally and linguistically diverse backgrounds (11% versus 23%; Australian Institute of Health and Welfare, 2021). About 8.4% of the parents in the present study reported identifying as LGBTQIA The Australian Government Department of Health (2019) (now DHAC) estimated about 11% of the Australian population identify as LGBTQIA+. The percentage of parents reporting having male children, female children, and children who identify as non-binary is approximately 68%, 66%, and 0.8% respectively. Over half of all parents reported having a baby or toddler (53%), and about 24%, 43%, and 22% of parents reported having

preschoolers, primary schoolers, and teenagers at home respectively. Survey respondents were spread across Australian states and territories, consistent with the composition of Australian population. Most parents (92%) reported living in major cities and inner regional areas. A full breakdown of participant demographics is available in Table 1.

Survey Overview

Following a brief demographic questionnaire, the survey assessed five key aspects of parental life, namely the cost of living crisis, parental mental health and wellbeing, child screen time, parental confidence, and impacts of having children. Response options included three-point Likert scales (e.g., *No*, *Somewhat Yes*, and *Definitely Yes*), four-point Likert scales (e.g., *Very unconcerned*, *Somewhat unconcerned*, *Somewhat concerned*, *Very concerned*), or frequency ratings ranging from *More than once a day* to *Never*.

Analytic Plan

This working paper shows what parents in Australia said about their parental life and parenting experiences. We used a descriptive approach by reporting the descriptive statistics in each key aspect of parental life. Findings are presented by the percentage of parents who selected different response categories. To assess differences across states and sampling approaches, responses on Likert scales were recoded into two categories (e.g., *very unconcerned* and *somewhat unconcerned* were recoded into the concern category), and tested using χ^2 tests and subsequent Z tests in SPSS with significance level at $p < .05$. Differences on frequency ratings were assessed using ANOVA and subsequent t-tests with significance level at $p < .05$.

Major Findings

Families are Under Pressure in the Cost-of-Living Crisis

Many parents reported concerns about the rising cost of living, with around 88% of all respondents reporting cutting back on spending, and 41% of parents reporting that they have had to cut back a lot (*Figure 1*). Spending habits of parents with household incomes of $120,000 or less, and sole-parent families, appear to be particularly impacted by the crisis. Consistent trends were observed across states and territories (*Table 2*). Parents who have had to cut back spending due to the cost of living are most likely to say they have had to forego eating out and takeaway (81%), as well as entertainment (70%), and holidays (69%). Over half of parents (51%) impacted by the cost of living have also had to cut back on general grocery purchases (*Figure 2*).

As shown in *Figure 3*, about 42% of parents reported that the rising cost of living has limited their ability to be a calm, loving partner or parent. As a result, about 35% of parents said their relationship with their children has been impacted with 30% of parents said the cost of living has impacted their child's wellbeing.

Figure 1

Percentages of Parents Who Had to Cut Back on Spending Due to the Cost of Living Crisis
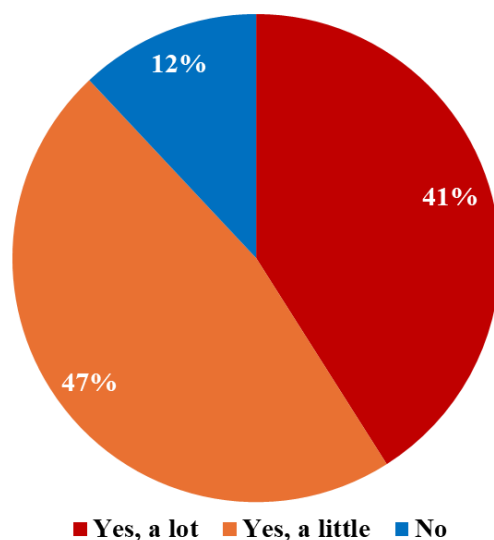
Figure 2

*Aspects Where Parents Reported Cutting Back Spending in*
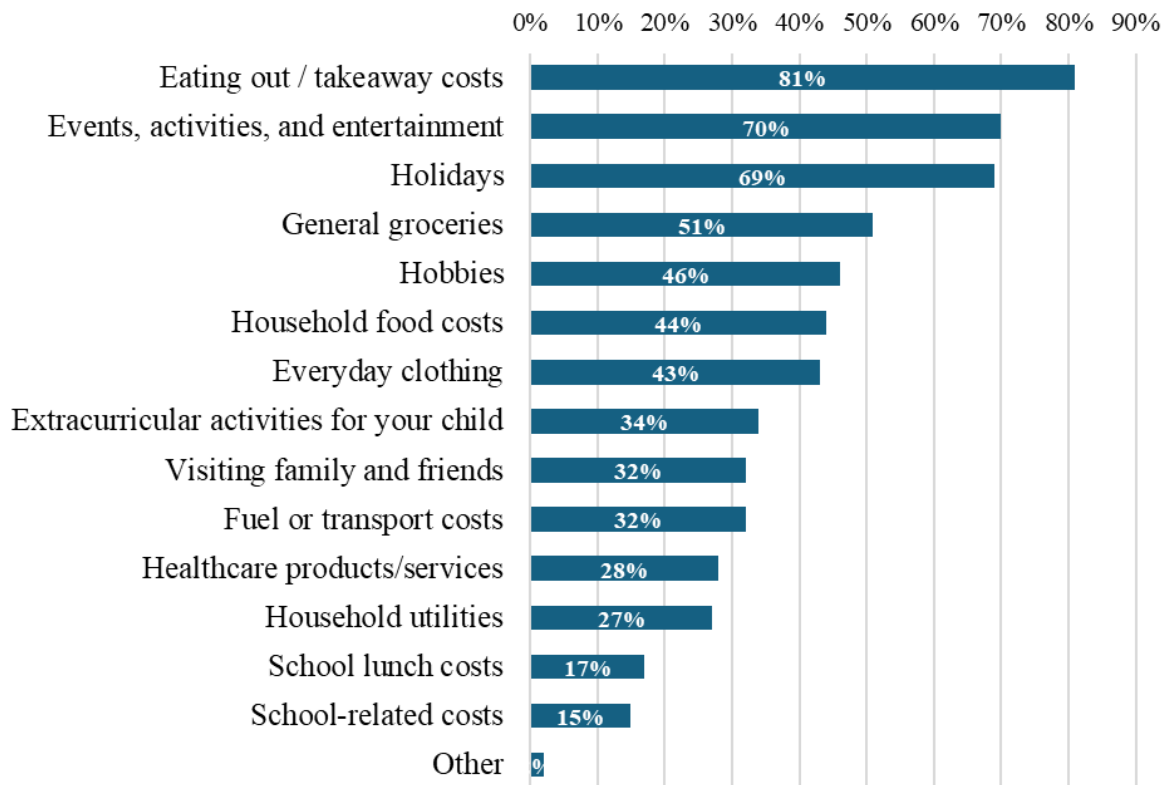
Figure 3

Parents Perceived Impacts of the Rising Cost of Living
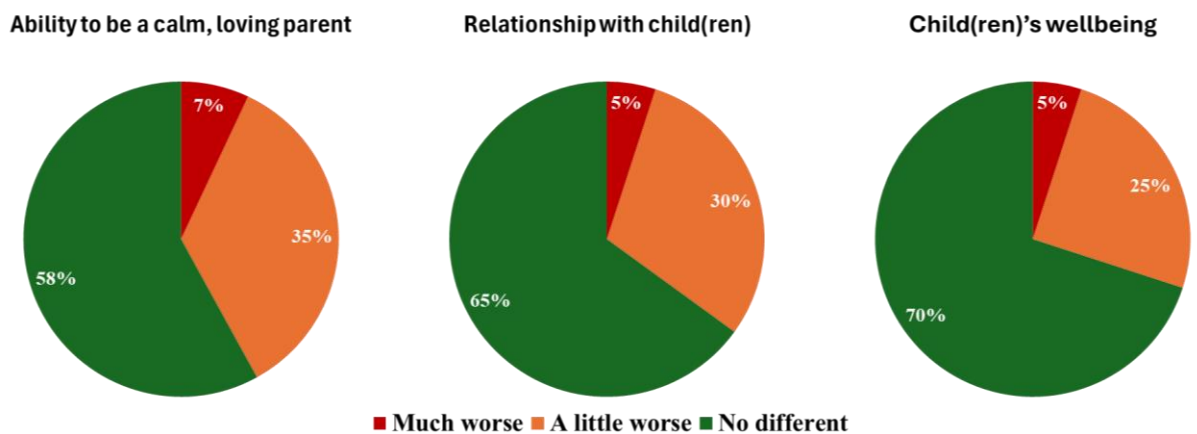
Challenges with the Parental Life

Parents are Dissatisfied with the Amount of Time Spent on Self-care

About 59% of parents were dissatisfied with the amount of time they spent on self-care, with 22% reported being very dissatisfied (see *Figure 4*). More than three quarters of parents (77%) reported spending less than seven hours per typical week, which is equivalent to less than an hour per day, on self-care, physical exercise, socialising, and doing activities they enjoy.

Feeling of Guilt is Common among Parents

As shown in *Figure 4*, almost three quarters of parents reported experiencing feelings of guilt when thinking about their parenting role at least once a day, with more than 30% of parents feeling guilty every day (e.g., feeling guilty about the choices they make as a parent, how much time they spend with their child). Mothers and parents with children younger than five years old were statistically significantly more likely to experience feelings of guilt on a daily basis. Only participants recruited through the online research panel pathway ($N =$ 2,013), who were less likely to feel guilty compared to parents recruited through other channels, were asked about the impacts of feeling guilty. Of these respondents, 70% reported that feelings of guilt led them to doubt their abilities as a parent; about 84% of parents reported experiencing feelings of guilt which impacted their mood and made them feel upset; and about 57% of parents reported feelings of guilt impacted their relationships with their children and their partner.

Most Parents Feel Sleep Deprived

About 85% of the parents reported feeling sleep deprived at least once a week, with about 36% experiencing sleep deprivation every day (*Figure 4*). Most parents (87%) reported that sleep deprivation has impacted on their ability to be a calm, loving parent or partner.

Parents Often Found Themselves Yelling or Raising Their Voice at Their Children

The vast majority of parents (85%) reported yelling or raising their voice at their children. As displayed in *Figure 4*, about one in five parents found themselves yelling or raising their voice at their children at least once a day, with another 35% of parents reported doing so at least once a week. Only about 15% of parents said they never yelled or raised their voiced at their children.

Figure 4

Challenges with the Parental Life
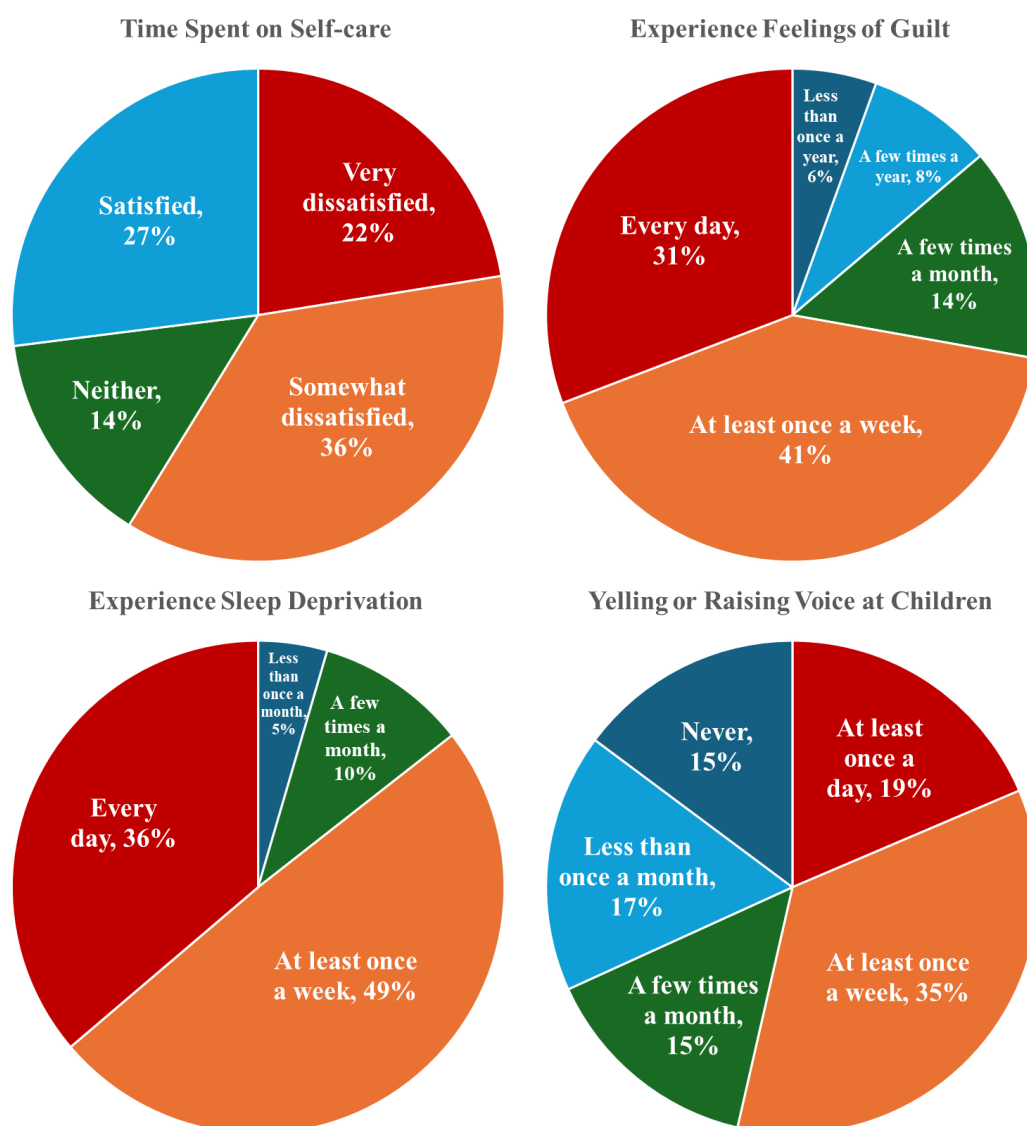
Children's Screen Time and Cybersecurity

Screen Time and Social Media Use

Almost all parents reported allowing their children to use screens (94%), and more than half reported that their children tend to use electronic devices for more than an hour and half on a typical day. About two in five parents reported allowing their children to use screens before the age of two. In addition, about three in five parents indicated that their children use at least one social media platform. Social media use was reported as a common source of conflicts in many families (82%). Among parents allowing their children to use social media, over half reported having arguments and conflicts with their children over social media use every week and about 21% reported having conflicts at least once a day.

Parents have High Level of Concerns

The vast majority of parents reported having concerns over children's social media use. As indicated in *Figure 5*, over four in five parents had concerns about their ability to protect their children from online dangers and the negative impacts of social media on children's mental health, with almost half (45%) of all parents reporting being very concerned.

Parents are highly likely to be concerned (86%) about protecting their child/children from potential online dangers, including cyberbullying, invasion of privacy, offensive images or messages and online grooming. About 82% of the parents were concerned over the impact of social media platforms like TikTok, Instagram, and Snapchat on their child's mental health and wellbeing. Over three quarters of parents were also concerned about their children becoming addicted to social media, with about 37% reported being very concerned. Concerns over online dangers and negative impacts of social media use were more prominently reported than another common concerns among parents (such as managing children being involved in school-related violence), where about 60% and 21% of parents were concerned

and very concerned respectively. More than half of the parents tended to feel their parenting ability (e.g., giving effective instructions) were undermined by their children's screen use, with about 21% of parents reported having this feeling every day. Over three quarters of parents believed more guidance on child screen use would be helpful.

Figure 5

Parental Concerns on Children's Social Media Use
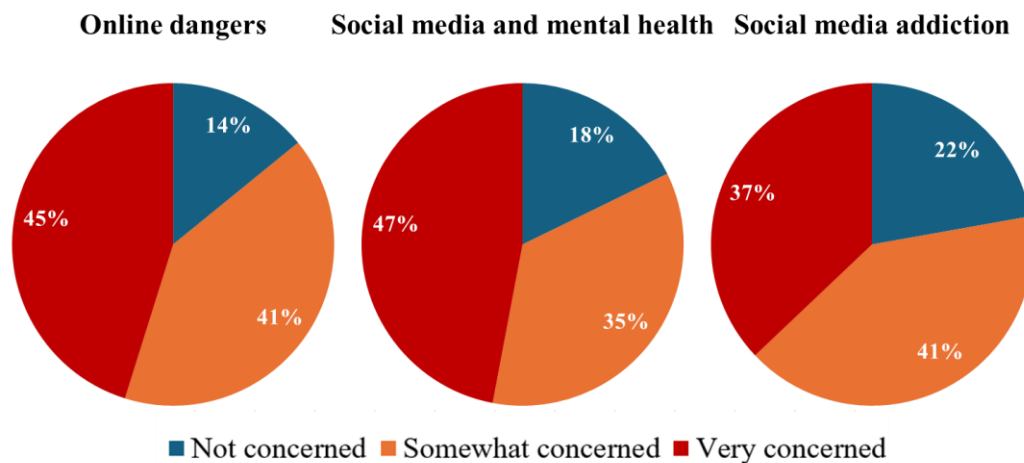
Figure 6

Parental Confidence
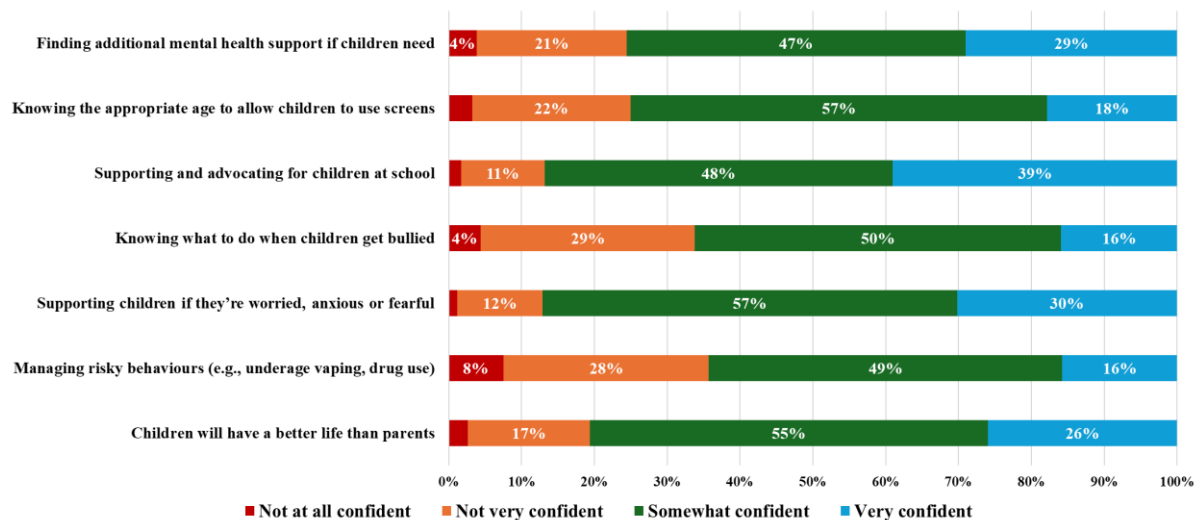
Parental confidence

The majority of parents felt confident on a range of parenting topics (see *Figure 6*).

Overall, parents felt more confident about supporting children when they feel anxious,

worried or fearful. Most parents reported feeling confident advocating for children at school,

and that their children will have a better life than them (80%). Significantly fewer parents felt

confident in their ability to manage substance-use related issues (36%) and one third of

parents reported feeling not very or not at all confident knowing what to do if their child is

experiencing bulling., Only a relatively small proportion reported feeling very confident.

Figure 7

Where Do Parents Usually Seek and Receive Information about Parenting
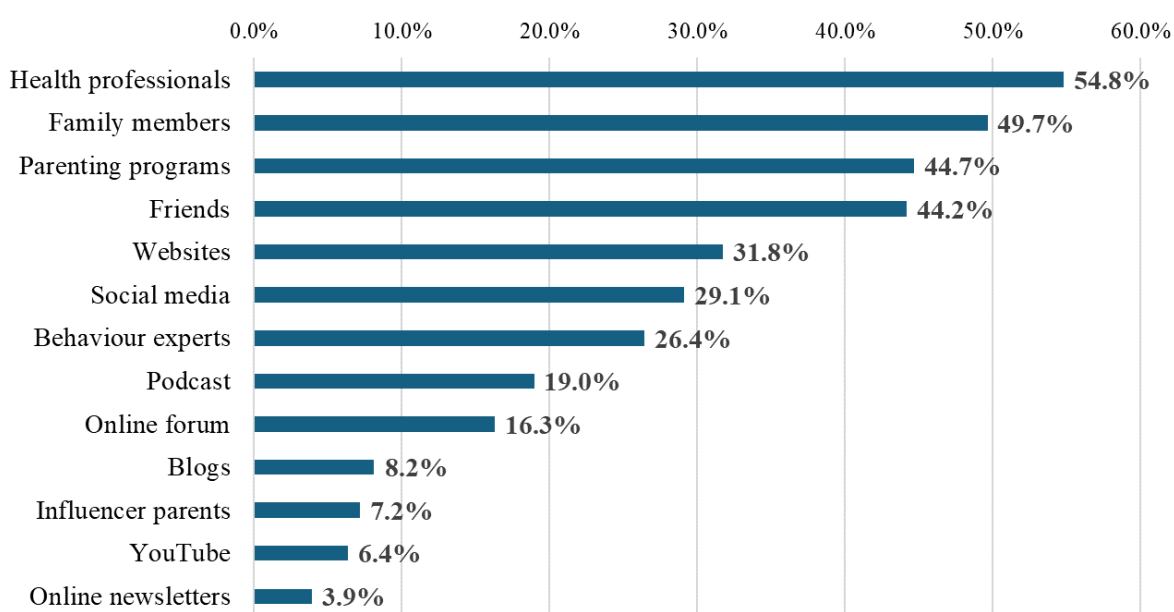
How do parents get information about and support on parenting

Parents usually seek information and receive advice about parenting from a diverse

range of sources. As indicated in *Figure 7*, over half of the parents chose to seek parenting

information from health professionals, such as general practitioners (GPs), paediatricians, and

psychologists. Slightly less than half of the parents tended to receive advice about parenting

from family members and friends. Slightly less than one in three parents indicated that they

have sought information online from websites and on social media, while podcasts and online parenting forums were chosen by about one in four to five parents. Only a small number of parents seek and receive parenting information from blogs, influencer parents, YouTube, and online newsletters. About 45% of parents indicated that they choose parenting programs as the source of information and about 26% of parents choose to consult with child behaviour experts when they need information.

Experiences of being a parent

Parents reported that becoming a parent has both positive and negative impacts on their life (see *Figure 8*). Many parents reported that children brought them more meaning in life (46%) and made them focus more on others rather than the self (34%). At the same time, many parents indicated that having less time for themself (50%), having less sleep (38%), feeling stressed or worried (37%) are common experiences.

Figure 8

Impacts of Becoming a Parent
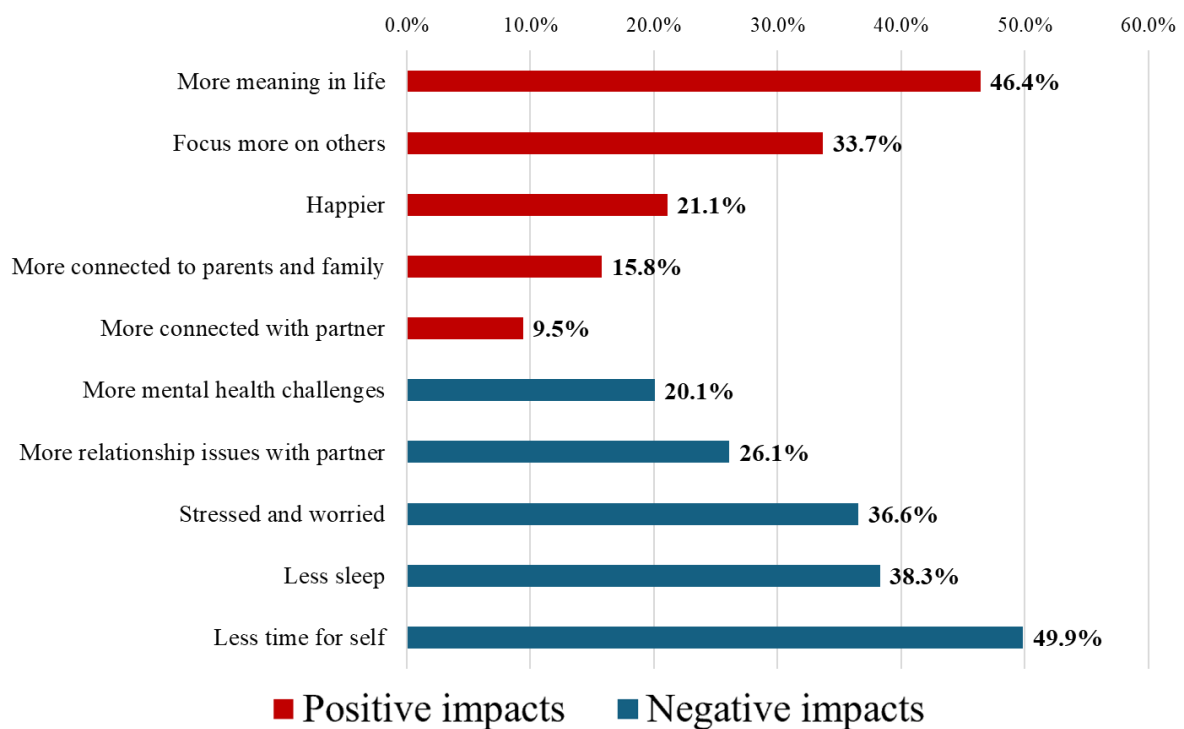
Differences among States and Territories

Overall, the responses from parents are largely consistent across states and territories, with only a few statistically significant differences identified. Details are reported in *Table 2*.

Differences among Recruitment Pathways

Parents recruited through different pathways tended to provide largely consistent, but slightly different responses to a wide range of questions. Details are reported in *Table 3*.

Discussion

This National Parenting Pulse Survey highlights the everyday experience of parents and carers in Australia in 2024, set against a backdrop of compounding financial pressure, an increase in concerns about children's mental health and wellbeing, and the growing issue of school refusal. A relatively large sample of over 8,300 parents and carers from throughout Australia participated in the survey and provided some important insights into particular areas of parenting they are finding challenging in an immediate post-pandemic period.

The cost of living crisis is clearly a major concern hitting the vast majority of families throughout Australia. Almost nine out of ten parents have had to reduce spending, with over half of parents having had to cut back on life essentials such as groceries. The crisis appears to be particularly impacting spending habits of parents with household incomes of $120,000 or less and sole-parent families. Importantly, a substantial number of parents (42%) report that the rising cost of living has impacted their ability to be a calm, loving partner or parent. The links between lower socioeconomic status and poorer child developmental outcomes are well established (Rakesh et al., 2022). However, positive parenting practices that include remaining calm in the face of adversity and avoiding harsh coercive parenting can act as a buffer or protective factor against the adverse effects of social disadvantage and poverty. Positive parenting programs such as Triple P targeting socially disadvantaged communities

by enhancing positive parent-child relationships have been shown to reduce rates of child maltreatment (Sanders et al., 2024).

The present findings highlight the need to address the link between poor parental mental health, parenting practices and child mental health. Parental self-care is widely considered a fundamental component of positive parenting (Sanders & Mazzucchelli, 2018). Indeed, one of the five key principles of positive parenting include taking care of yourself as a parent[4] so that parents develop the personal capacity to parent their children positively (praise, encouragement, positive attention) with less reliance on coercive parenting practices such as yelling, shouting or hitting children. It is important to note that a substantial number of surveyed parents reported being concerned about yelling and shouting at their children. This concern is well justified as frequent yelling and shouting can become part of an escalating cycle of coercive parenting that can lead parents to lose control and harm or abuse their children.

Another feature of the findings was the relatively high proportion of parents who reported being concerned about their own lack of self-care. Self-care, self-compassion, and sleep are crucial life skills that enable parents to be calm (particularly in the face of children's challenging behaviour), and to more confidently navigate the inevitable ups and downs of raising children (Sanders & Mazzucchelli, 2018). An implication of this finding is that public health messaging about parenting needs to focus on letting parents know that looking after themselves is critical to their own wellbeing and that of their children and that seeking help and support is normal, healthy and non-exceptional. Such an approach is likely to help reduce stigma associated with participating in a parenting program, particularly for families involved with or on the edge of involvement with child protective services.

A substantial proportion of parents reported feeling guilty about their parenting. While not all parental guilt is problematic, it can be if it is persistent and is associated with a

depressed mood. For example, parents may feel guilty and have regrets about how they handled particular situations with their children (e.g. shouting at their children before leaving for school). Part of reflective and more self-regulated parenting is being able to identify actions a parent would like to change (e.g., avoid shouting at children in the family's getting ready for school morning routine; Sanders et al., 2019). Sometimes the identification of mistakes is associated with negative emotions such as guilt. It only becomes a problem if it is persistent, intense, and does not lead the parent to make any change.

The survey showed that Australian parents seek parenting advice from many different sources. The most common form of professional support is from a health professional (e.g., GP, psychologist, nurse) and from parenting programs (e.g., Triple P). The challenge is to ensure that health professionals have had adequate training in at least one evidence-based parenting program (Sanders & Mazzucchelli, 2018). With parents reporting their family and friends as being the other major source of advice, it is important to note that when parents access parenting programs they often share their learnings with their family and friends. This can potentially feed a positive social contagion of peer-to-peer learning. Parents seeking advice from their own parents, siblings or friends do so in two ways – one as the receiver of advice from others, the other as a sharer of advice or insights parents have gained from others, including health professional and parenting programs.

The present survey also showed that becoming a parent was seen as a mixed blessing that had both positive (having more meaning in life) and some negative aspects (less time for yourself) as a person. Successful adaptation to the parenting role would be greatly enhanced if parents had realistic expectations of what becoming a parent involves. Early parenting programs at the transition to parenthood period often address parental expectations about parenting roles and partner support.

Overall, a parenting pulse survey when conducted in the context of a major national parenting initiative such as the Australian Government Department of Health and Aged Care's Parent Education and Support Program can provide useful information about what aspects of parenting might need greater focus in a national rollout of a program. In the present instance, greater focus on parental mental health and self-care (sleep, guilt), and specific resources to address parents' concerns about the negative effects of social media are clearly important adjustments to make. Fortunately, the present findings support the development of a new webinar and online program for parents on managing screen time for parents (Turner et al., forthcoming).

Parents and carers have a pervasive influence on children's developmental outcomes as important agents of change in a child's life. They are critical in nurturing a positive trajectory for children, and need support that is informed by ongoing program evaluation and parent pulse surveys to capture parent's views and experiences in the context of policy-based implementation of universal and targeted parenting support.

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Table 1

Sample Demographics

	OS N (%)	TPOL N (%)	OP N (%)	Full N (%)	Comparisons
Parent gender					
Male	89 (4.0)	333 (12.0)	879 (43.7)	1301 (18.6)	OP>TPOL>OS
Female	2111 (95.3)	2433 (87.7)	1126 (55.9)	5670 (81.0)	OS>TPOL>OP
Non-binary	16 (0.7)	8 (0.3)	8 (0.4)	32 (0.5)	OS>TPOL
Missing/Prefer not to say	4	1297	-	1301	-
Parent age					
18-34 years	713 (32.1)	999 (36.1)	546 (27.1)	2258 (32.2)	TPOL>OS>OP
35-44 years	1151 (51.8)	1374 (49.6)	725 (36.0)	3250 (46.4)	OS=TPOL>OP
45-55 years	321 (14.5)	329 (11.9)	566 (28.1)	1216 (17.4)	OP>OS>TPOL
Over 55 years	35 (1.6)	68 (2.5)	176 (8.7)	279 (4.0)	OP>TPOL>OS
Missing	-	1301	-	1301	-
Parental education					
Less than high school	76 (3.4)	-	118 (5.9)	194 (4.6)	OP>OS
High school completion	168 (7.6)	-	280 (13.9)	448 (10.6)	OP>OS
Some university/TAFE	415 (18.7)	-	600 (29.8)	1015 (24.0)	OP>OS
Undergraduate degree	904 (40.7)	-	713 (35.4)	1617 (38.2)	OS>OP
Postgraduate degree	657 (29.6)	-	302 (15.0)	959 (22.7)	OS>OP
Marital status					
Married/De facto	1914 (87.6)	3060 (78.4)	1651 (83.5)	6625 (82.1)	OS>OP>TPOL
Separated/Divorced	182 (8.3)	604 (15.5)	210 (10.6)	996 (12.3)	TPOL>OP>OS
Single/Never married	88 (4.0)	239 (6.1)	117 (5.9)	444 (5.5)	TPOL=OP>OS
Missing/Prefer not to say	36	168	35	239	-
Family composition					
Original family	1800 (83.5)	-	1545 (77.5)	3345(80.6)	OS>OP
Step-family/Blended family	132 (6.1)	-	165 (8.3)	297 (7.2)	OP>OS
Sole parent family	223 (10.3)	-	283 (14.2)	506 (12.2)	OP>OS
Missing/Prefer not to say	65	-	20	85	-
Identified as Aboriginal and/or Torres Strait Islander					
Yes	96 (4.3)	-	104 (5.2)	200 (4.7)	n.s.
No	2124 (95.7)	-	1909 (94.8)	4033 (95.3)	n.s.
Speaking Language other than English at Home					
Yes	228 (10.3)	-	245 (12.2)	473 (11.2)	OP>OS
No	1992 (89.7)	-	1768 (87.8)	3760 (88.8)	OS>OP
Identified as LGBTQIA+					
Yes	215 (9.7)	-	140 (7.0)	355 (8.4)	OS>OP
No	2005 (90.3)	-	1873 (93.0)	3878 (91.6)	OP>OS
Household income					
Less of $60,000	201 (9.9)	839 (22.7)	268 (14.2)	1308 (17.2)	TPOL>OP>OS
$60,000 - $119,999	497 (24.5)	1053 (28.5)	612 (32.3)	2162 (28.4)	OP>TPOL>OS
$120,000 - $179,999	680 (33.5)	929 (25.2)	576 (30.4)	2185 (28.7)	OS>OP>TPOL
$180,000 and more	651 (32.1)	870 (23.6)	437 (23.1)	1958 (25.7)	OS>TPOL=OP
Missing/Prefer not to say	191	380	120	691	-
Child gender					
Having male child(ren)	1471 (67.0)	-	1390 (69.4)	2861 (68.2)	n.s.
Having female child(ren)	1452 (66.2)	-	1327 (66.3)	2779 (66.2)	n.s.
Having non-binary child(ren)	23 (1.0)	-	12 (0.6)	35 (0.8)	n.s.
Missing/Prefer not to say	25	-	10	35	-
Child age					

Having baby/toddler	1324 (59.6)	2440 (59.9)	636 (31.6)	4400 (53.0)	OS=TPOL>OP
Having preschooler	580 (26.1)	1038 (25.5)	364 (18.1)	1982 (23.9)	OS=TPOL>OP
Having primary schooler	867 (39.1)	1730 (42.5)	998 (49.6)	3595 (43.3)	OP>TPOL>OS
Having teenager	391 (17.6)	554 (13.6)	845 (42.0)	1790 (21.6)	OP>OS>TPOL
State					
NSW	590 (26.6)	1214 (29.8)	588 (29.2)	2392 (28.8)	TPOL>OS
VIC	431 (19.4)	863 (21.2)	529 (26.3)	1823 (22.0)	OP>OS=TPOL
ACT	39 (1.8)	86 (2.1)	38 (1.9)	163 (2.0)	n.s.
QLD	546 (24.6)	1032 (25.4)	415 (20.6)	1993 (24.0)	OS=TPOL>OP
SA	117 (5.3)	240 (5.9)	170 (8.4)	527 (6.3)	OP>OS=TPOL
WA	417 (18.8)	515 (12.7)	209 (10.4)	1141 (13.7)	OS>TPOL>OP
TAS	67 (3.0)	91 (2.2)	51 (2.5)	209 (2.5)	n.s.
NT	13 (0.6)	30 (0.7)	13 (0.6)	56 (0.7)	n.s.
Location					
Major cities	1645 (74.1)	3081 (75.7)	1495 (74.3)	6221 (74.9)	n.s.
Inner regional	401 (18.1)	664 (16.3)	355 (17.6)	1420 (17.1)	n.s.
Outer regional	159 (7.2)	273 (6.7)	141 (7.0)	573 (6.9)	n.s.
Remote	12 (0.5)	36 (0.9)	21 (1.0)	69 (0.8)	n.s.
Very remote	3 (0.1)	17 (0.4)	1 (0.0)	21 (0.3)	TPOL>OP
N	2,220	4,071	2,013	8,304	

Note. OS = Online Survey, TPOL = Triple P Online Registrants, and OP = Online Research Panel. Some questions were not asked to parents recruited from the TPOL pathway. Percentages were calculated without the missing/prefer not to say column. In the comparison column, ">" indicates statistically significant differences at $p < .05$ level in χ^2 tests, "=" indicates non-significant differences between two groups, and "n.s." indicates none of the differences was statistically significant.

Table 2

Comparison between States and Territories

	NSW	VIC	ACT	QLD	SA	WA	TAS	NT	National	Comparison
Had to cut back spending due to rising cost of living										
Any cutback	87.2%	88.4%	89.0%	88.0%	88.2%	89.0%	86.1%	85.7%	88.0%	n.s.
Cutback a lot	38.2%	38.6%	42.3%	38.7%	38.0%	38.3%	39.2%	35.7%	38.5%	n.s.
Dissatisfied with the amount of time spent on self-care										
Any dissatisfaction	59.4%	58.8%	62.0%	58.2%	56.9%	59.9%	56.9%	44.6%	58.8%	NSW/VIC/ACT/QLD/WA>NT
Very dissatisfied	24.1%	21.8%	23.3%	22.6%	21.8%	20.4%	20.1%	23.2%	22.5%	NSW>WA
Felt guilt related to parenting role										
At least once a week	71.6%	70.5%	69.9%	73.7%	72.5%	72.4%	77.0%	82.1%	72.2%	QLD/TAS>VIC
At least once a day	31.4%	29.0%	29.4%	31.7%	30.9%	30.3%	33.5%	35.7%	30.8%	n.s.
Felt sleep deprived										
At least once a week	85.6%	85.1%	90.4%	86.6%	85.1%	83.9%	85.8%	82.1%	85.6%	n.s.
Everyday	36.1%	35.4%	37.5%	37.1%	36.6%	36.5%	35.4%	28.2%	36.2%	n.s.
Yelled or raised voice at their children										
At least once a week	52.2%	53.1%	52.1%	53.9%	51.0%	57.8%	56.5%	48.2%	53.6%	WA>NSW/VIC/QLD/SA
Everyday	17.9%	17.6%	20.2%	18.9%	18.6%	20.5%	22.5%	12.5%	18.6%	WA>VIC
Knowing children using at least one social media platform										
Yes	61.2%	54.5%	50.0%	65.7%	60.2%	57.0%	64.3%	80.0%	59.8%	NSW/QLD>VIC
Concerned about being able to protect children from online dangers										
Overall concerned	85.1%	87.7%	85.6%	86.6%	84.1%	84.9%	79.7%	92.7%	85.9%	n.s.
Very concerned	45.0%	45.1%	43.8%	45.3%	46.2%	45.3%	42.1%	52.7%	45.2%	n.s.
Concerned about the impacts of social media on child's mental health										
Overall concerned	81.3%	82.8%	77.5%	83.4%	82.3%	81.8%	79.2%	92.7%	82.2%	n.s.
Very concerned	45.6%	47.4%	38.8%	48.4%	48.2%	47.5%	44.6%	58.2%	47.0%	QLD/SA/WA/NT>ACT
Concerned about children becoming addicted to social media										
Overall concerned	76.3%	79.3%	79.4%	77.8%	79.5%	77.6%	75.7%	87.3%	77.8%	n.s.
Very concerned	36.2%	37.8%	40.6%	36.9%	36.9%	37.8%	34.2%	47.3%	37.1%	n.s.
Concerned about children being involved in school-related violence										
Overall concerned	60.1%	61.0%	58.8%	60.9%	57.0%	58.0%	54.0%	72.7%	59.9%	n.s.
Very concerned	20.8%	21.7%	21.3%	21.3%	20.9%	21.3%	17.8%	23.6%	21.1%	n.s.

Confidence their children will have a better life than them									
Overall confident	80.6%	80.1%	76.7%	80.7%	81.0%	81.4%	81.8%	80.4%	80.6%	n.s.
Very confident	25.5%	24.9%	26.4%	27.0%	27.7%	26.1%	25.4%	26.8%	26.0%	n.s.
Confidence in their ability to manage risky behaviours (e.g., underage vaping, drug use or alcohol use)									
Overall confident	63.9%	63.9%	71.7%	63.8%	65.2%	65.0%	66.5%	55.2%	64.3%	n.s.
Very confident	16.7%	14.9%	12.3%	16.2%	19.5%	14.0%	14.2%	6.9%	15.8%	SA>VIC/WA
Confidence in supporting their children if they're worried, anxious or fearful									
Overall confident	86.8%	87.8%	88.3%	87.2%	86.1%	87.1%	86.6%	91.1%	87.2%	n.s.
Very confident	30.1%	29.5%	29.4%	30.2%	33.0%	30.1%	30.6%	37.5%	30.2%	n.s.
Confidence in knowing what to do when their children get bullied									
Overall confident	66.8%	66.3%	61.3%	66.1%	62.7%	68.0%	65.2%	48.3%	66.2%	n.s.
Very confident	16.6%	15.7%	10.4%	15.7%	15.3%	16.4%	16.1%	6.9%	15.9%	n.s.
Confidence in supporting and advocating for their children at school									
Overall confident	87.6%	86.3%	85.8%	86.7%	88.0%	86.8%	85.2%	75.9%	86.9%	SA>TAS/NT; WA>NT
Very confident	38.3%	38.1%	36.8%	39.4%	41.8%	40.5%	41.3%	20.7%	39.0%	QLD/SA/WA/TAS>NT
Confidence in knowing the appropriate age to allow children to use screens									
Overall confident	76.0%	74.8%	71.8%	74.5%	73.2%	76.2%	74.6%	69.6%	75.1%	SA>VIC
Very confident	17.8%	17.6%	14.1%	18.3%	17.6%	18.8%	16.3%	10.7%	17.8%	n.s.
Confidence in finding support if their children need additional help with their mental health									
Overall confident	75.4%	75.4%	71.8%	76.2%	77.4%	75.7%	74.2%	67.9%	75.6%	n.s.
Very confident	28.0%	30.0%	26.4%	29.6%	28.3%	29.6%	31.1%	21.4%	29.1%	n.s.
Where do parents get most of their parenting advice from									
Websites	32.2%	30.8%	36.8%	30.9%	34.3%	32.4%	27.8%	39.3%	31.8%	n.s.
Online newsletters	4.7%	4.2%	6.7%	2.8%	3.0%	4.6%	1.4%	1.8%	3.9%	NSW/VIC/ACT/WA>QLD; NSW/ACT/WA>TAS; ACT>SA
Blogs	8.2%	8.1%	9.2%	7.5%	8.3%	9.1%	8.1%	5.4%	8.2%	n.s.
Online forum	16.5%	16.5%	20.9%	17.1%	15.6%	14.5%	13.4%	16.1%	16.3%	ACT>WA
Podcast	18.9%	19.5%	19.0%	18.8%	15.2%	19.8%	22.5%	16.1%	19.0%	NSW/VIC/WA/TAS>SA
YouTube	7.5%	6.1%	7.4%	5.7%	7.6%	5.1%	5.7%	5.4%	6.4%	NSW>QLD/WA; SA>WA
Health professionals	54.7%	55.3%	55.8%	56.5%	55.2%	50.7%	54.1%	58.9%	54.8%	NSW/VIC/QLD>WA
Behaviour experts	25.8%	25.8%	32.5%	26.1%	28.1%	27.7%	28.2%	21.4%	26.4%	n.s.
Parenting programs	43.1%	43.9%	52.8%	46.4%	39.1%	46.9%	46.4%	55.4%	44.7%	ACT>VIC>SA; NT>SA; ACT/QLD/WA>NSW/SA
Family members	49.5%	50.2%	45.4%	49.5%	55.2%	48.0%	44.5%	55.4%	49.7%	SA>all except NT

										Comparison
Friends	42.4%	45.1%	49.1%	44.5%	45.0%	44.7%	42.6%	51.8%	44.2%	n.s.
Social media	29.1%	29.9%	29.4%	30.2%	30.6%	27.3%	22.0%	19.6%	29.1%	NSW/VIC/QLD/SA>TAS
Influencer parents	6.8%	7.9%	8.0%	6.5%	7.4%	8.1%	8.6%	1.8%	7.2%	n.s.
Impacts of becoming a parent										
More meaning in life	44.9%	46.1%	47.2%	48.6%	46.5%	46.2%	45.5%	53.6%	46.4%	QLD>NSW
Happier	22.0%	21.7%	24.5%	20.2%	21.3%	19.4%	19.6%	28.6%	21.1%	n.s.
More connected with partner	10.1%	9.6%	12.9%	8.8%	11.6%	7.4%	10.5%	10.7%	9.5%	NSW/VIC/ACT/SA>WA
More connected to parents and family	15.9%	15.9%	16.6%	14.9%	19.2%	16.0%	12.4%	17.9%	15.8%	SA>QLD/TAS
Focus more on others	32.7%	33.2%	30.7%	33.5%	35.1%	37.0%	33.5%	28.6%	33.7%	WA>NSW/VIC/QLD
Stressed and worried	36.2%	35.4%	39.3%	36.7%	33.0%	40.0%	38.3%	33.9%	36.6%	WA>NSW/VIC/SA
Less sleep	39.6%	38.9%	40.5%	36.7%	38.7%	37.4%	34.4%	42.9%	38.3%	NSW>QLD
Less time for self	49.8%	51.8%	44.2%	50.1%	49.5%	48.1%	48.3%	42.9%	49.9%	n.s.
More relationship issues with partner	26.8%	24.9%	25.2%	27.3%	22.6%	25.9%	28.7%	25.0%	26.1%	NSW/QLD>SA
More mental health challenges	19.3%	20.7%	16.0%	20.6%	19.5%	20.1%	25.8%	14.3%	20.1%	TAS>NSW/ACT
Sample Size (*N*)	2392	1823	163	1993	527	1141	209	56	8304	

Note. In comparison columns, ">" indicates statistically significant differences at $p < .05$ level in Z tests, "=" or "/" indicate non-significant differences between two groups, and "n.s." indicates none of the differences was statistically significant.

Table 3

Comparison between Recruitment Pathways

	OS	TPOL	OP	Overall	Comparison
Had to cut back spending due to rising cost of living					
Any cutback	87.5%	88.9%	86.7%	88.0%	TPOL>OP
Cutback a lot	38.0%	39.7%	36.6%	38.5%	TPOL>OP
Dissatisfied with the amount of time spent on self-care					
Any dissatisfaction	67.6%	61.8%	43.0%	58.8%	OS>TPOL>OP
Very dissatisfied	28.4%	24.4%	12.0%	22.5%	OS>TPOL>OP
Felt guilt related to parenting role					
At least once a week	79.0%	75.9%	57.2%	72.2%	OS>TPOL>OP
At least once a day	36.1%	33.1%	20.2%	30.8%	OS>TPOL>OP
Felt sleep deprived					
At least once a week	88.3%	85.4%	80.8%	85.6%	OS>TPOL>OP
Everyday	38.8%	37.1%	28.0%	36.2%	OS/TPOL>OP
Yelled or raised voice at their children					
At least once a week	55.3%	52.7%	53.5%	53.6%	n.s.
Everyday	20.7%	18.1%	17.2%	18.6%	OS>TPOL/OP
Knowing children using at least one social media platform					
Yes	-	-	59.8%	59.8%	-
Concerned about being able to protect children from online dangers					
Overall concerned	87.0%	85.2%	85.9%	85.9%	OS>OP>TPOL
Very concerned	44.7%	46.1%	43.5%	45.2%	n.s.
Concerned about the impacts of social media on child's mental health					
Overall concerned	83.2%	81.5%	82.6%	82.2%	OS>TPOL/OP
Very concerned	47.1%	47.2%	46.5%	47.0%	n.s.
Concerned about children become addicted to social media					
Overall concerned	77.7%	78.0%	77.6%	77.8%	n.s.
Very concerned	35.1%	38.4%	36.5%	37.1%	TPOL>OS
Concerned about children being involved in school-related violence					
Overall concerned	60.0%	59.9%	59.9%	59.9%	n.s.
Very concerned	19.7%	22.5%	19.9%	21.1%	TPOL>OS/OP
Confidence on their children will have a better life than them					
Overall confident	81.0%	80.3%	80.9%	80.6%	n.s.
Very confident	25.6%	26.3%	25.9%	26.0%	n.s.
Confidence in managing risky behaviours (e.g., underage vaping, drug use or alcohol use)					
Overall confident	62.8%	63.9%	66.5%	64.3%	OP>OS/TPOL
Very confident	11.9%	17.1%	17.1%	15.8%	TPOL/OP>OS
Confidence in supporting their children if they're worried, anxious or fearful					
Overall confident	87.5%	86.5%	88.0%	87.2%	n.s.
Very confident	28.8%	30.5%	31.1%	30.2%	n.s.
Confidence in knowing what to do when their children get bullied					
Overall confident	64.2%	67.2%	66.5%	66.2%	TPOL>OP>OS
Very confident	13.4%	17.0%	16.6%	15.9%	TPOL/OP>OS
Confidence in supporting and advocating for their children at school					
Overall confident	87.3%	86.2%	87.5%	86.9%	OP>TPOL
Very confident	38.6%	38.9%	39.6%	39.0%	n.s.
Confidence in knowing the appropriate age to allow children to use screens					
Overall confident	77.5%	73.2%	76.1%	75.1%	OS/OP>TPOL
Very confident	19.5%	16.9%	17.9%	17.8%	OS>TPOL

Confidence in finding support if their children need additional help with their mental health				
Overall confident	76.1%	75.0%	76.3%	75.6%	n.s.
Very confident	28.4%	29.4%	29.2%	29.1%	n.s.
Where do parents get most of theirparenting advice from				
Websites	37.4%	34.2%	20.5%	31.8%	OS>TPOL>OP
Online newsletters	3.6%	4.3%	3.5%	3.9%	n.s.
Blogs	9.0%	8.7%	6.1%	8.2%	OS/TPOL>OP
Online forum	18.2%	16.9%	13.0%	16.3%	OS/TPOL>OP
Podcast	25.0%	20.4%	9.5%	19.0%	OS>TPOL>OP
YouTube	2.7%	7.5%	8.1%	6.4%	TPOL/OP>OS
Health professionals	64.2%	57.7%	38.5%	54.8%	OS>TPOL>OP
Behaviour experts	38.6%	26.3%	13.4%	26.4%	OS>TPOL>OP
Parenting programs	41.7%	61.9%	13.2%	44.7%	TPOL>OS>OP
Family members	45.3%	48.9%	56.0%	49.7%	OP>TPOL>OS
Friends	48.2%	44.6%	38.8%	44.2%	OS>TPOL>OP
Social media	41.3%	28.7%	16.5%	29.1%	OS>TPOL>OP
Influencer parents	6.8%	8.2%	5.6%	7.2%	TPOL>OP
Impacts of becoming a parent				
More meaning in life	46.0%	47.4%	45.0%	46.4%	n.s.
Happier	17.1%	21.1%	25.6%	21.1%	OP>TPOL>OS
More connected with partner	8.6%	8.5%	12.3%	9.5%	OP>OS/TPOL
More connected to parents and extended family	14.1%	16.3%	16.7%	15.8%	TPOL/OP>OS
Focus more on others	33.2%	32.0%	37.6%	33.7%	OP>OS/TPOL
Stressed and worried	35.5%	36.8%	37.4%	36.6%	n.s.
Less sleep	40.3%	39.5%	33.8%	38.3%	OS/TPOL>OP
Less time for self	51.4%	49.7%	48.5%	49.9%	n.s.
More relationship issues with partner	28.5%	27.0%	21.9%	26.1%	OS/TPOL>OP
More mental health challenges	21.5%	19.4%	20.0%	20.1%	OS>TPOL
Sample Size (*N*)	2220	4071	2013	8304	

Note. OS = Online Survey, TPOL = Triple P Online Registrants, and OP = Online Research Panel. In comparison columns, ">" indicates statistically significant differences at p < .05 level in Z tests, "=" or "/" indicate non-significant differences between two groups, and "n.s." indicates none of the differences was statistically significant.