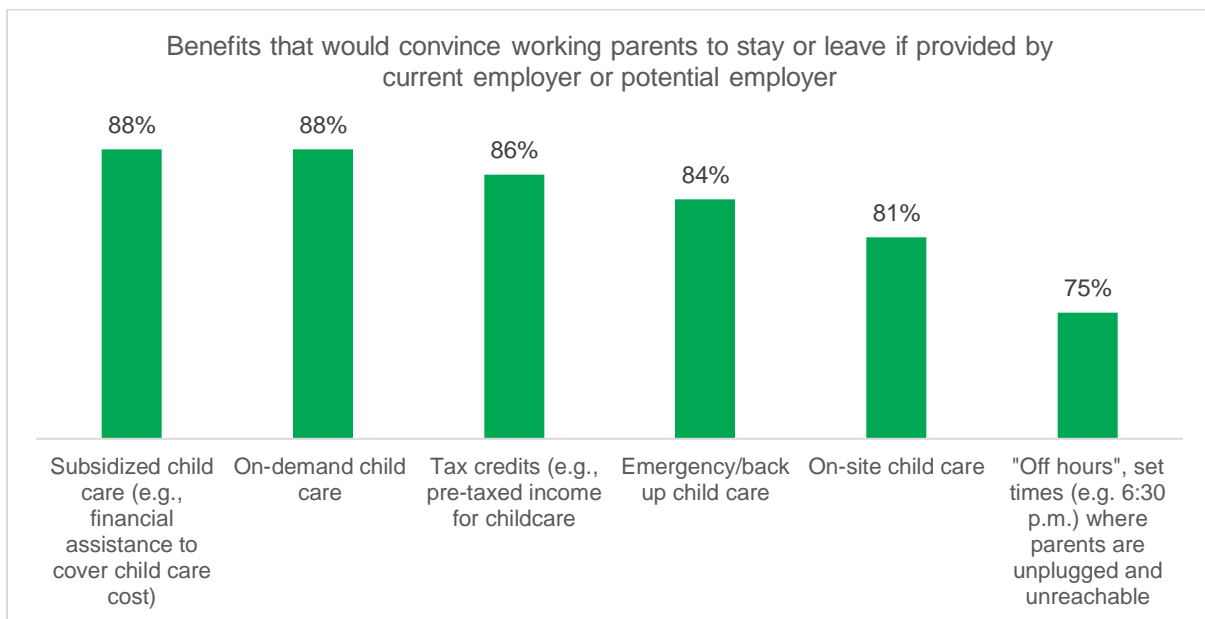




KinderCare 2022 Parent Confidence Report Fact Sheet

Child Care Needs Driving the Future of Work

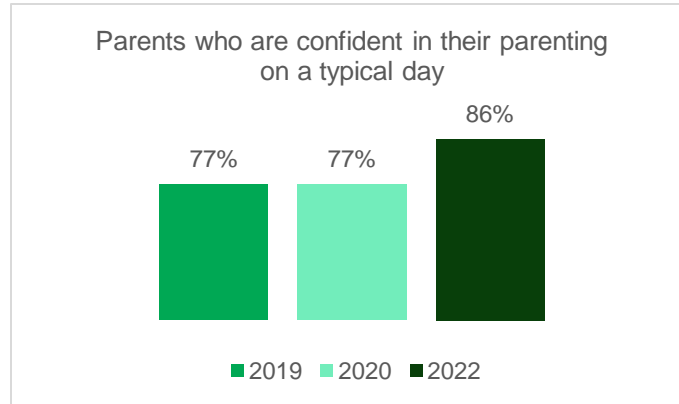
- Parents are reevaluating their careers to be more available for their children. 39% of working parents are open to or actively seeking new jobs, and a majority of working parents have or have considered scaling back their hours at work (74%), taking on less demanding roles (71%) and pursuing freelance jobs (69%).
- Parents on both sides have changed their work situation to be more available for their children, yet in different ways: 37% of working moms have scaled back their hours at work, compared to 33% of working dads. Alternatively, over a quarter (28%) of working dads have deferred a promotion, compared to 18% of working moms.
- 68% of working parents believe employers should offset the cost of childcare for their employees, and 81% find a company’s child care benefits important to their job consideration process. When it comes to specific benefits, working parents care more about their employers providing child care assistance – either through employer-provided child care tuition subsidies or through care in a center – than they do about employers setting "off hours" where parents are unplugged and unreachable.



- 69% of parents believe that “hybrid work has or will change my child care needs”. Outside of family and friends who can help, the biggest needs for hybrid workers are co-working and play centers (39%), multiple locations for child care (37%) and on-demand care options (36%).

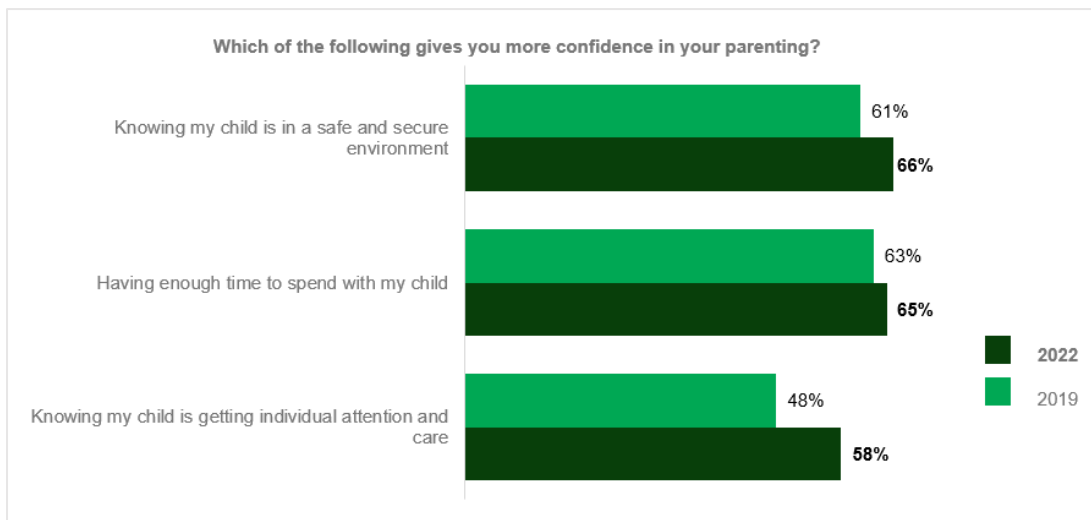
Parents’ confidence is at an all-time high, despite stress levels also reaching an all-time high

- Parenting confidence is back on the upswing, with 86% of parents reporting they “feel confident in their parenting on a typical day,” rising by nine points from its 2020 and 2019 low of 77%.
- Despite growing confidence, parents’ stress levels are reaching an all-time high. About six in 10 (59%) parents feel that “parenting during Covid-19 has been the most stressful time of my life”, which has increased by four points since November 2020 (55%).



Biggest factors impacting parent confidence & stress: safety, time & child care.

- When it comes to things that give parents more confidence in their parenting, “knowing my child is in a safe and secure environment” was the number one choice (66%) followed by “having enough time to spend with my child(ren)” (65%) and “knowing my child is getting individual attention and care” (58%).



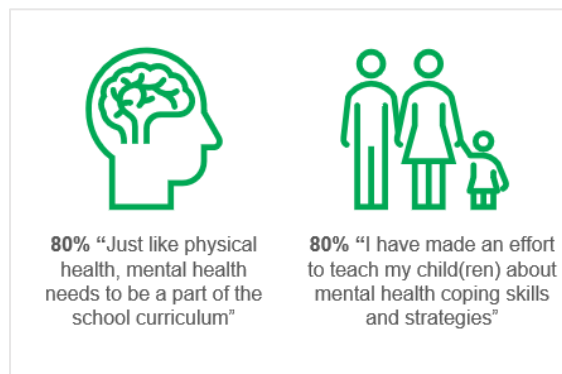
- Many parents have spent more time with their children these past two years than ever before. In fact, more working parents are increasingly leveraging office hour flexibility to be present in their children’s lives: 69% believe “I am able to be more involved in my child’s life because my modern work schedule is more flexible”, an increase of 10% from February 2020.
- At the same time, many of the reasons for this increased time together are also some of the main factors of stress. Nearly half of parents said the uncertainty around safety of sending children to school and child care facilities was complicating their ability to confidently navigate parenting right now (44%), followed by uncertainty around school/child care closures (36%).

Pandemic Has Redefined Parenting Roles

- The pandemic has redefined the role of stay-at-home parents: For over half of stay-at-home parents, the pandemic led them to that role (55%), and most are still employed (56%). While women made up the majority of stay-at-home parents, 38% of them identified as men.
- Stay-at-home parents need support too: 79% agree that taking care of their child(ren) is not their only responsibility as a stay-at-home parent, and 65% of stay-at-home parents agree that it is a misconception that stay-at-home parents don’t need child care.

Parents Expect More from Child Care Providers, With Mental Health & Inclusion Takes a Front Seat

- Roughly four in five parents think that mental health needs to be part of the school curriculum moving forward, and four in five also tried to teach their child(ren) about mental health coping skills and strategies.



- 83% of parents also feel that all types of families should be celebrated in educational environments, and 81% note the importance of their child(ren) seeing themselves reflected in these spaces, such as in books, activities, or cultural celebrations. These numbers are even higher among parents with children in daycare and/or preschool.
- One third of parents (33%) say “best in class inclusion practices” was one of the most important factors when deciding a child care provider – a 10% increase from 2019.
- Yet at the end of the day, the most important needs for parents when it comes to child care is reliability and consistency (56%) – more so than best-in-class academics (38%) and best-in-class health protocols (35%).

Where do we go from here? Findings Show a Turning Point for America

- Americans of all political beliefs agree that child care in this country is at a crisis point in terms of accessibility and affordability (77% of Democrats and 68% of Republicans) and they want a guarantee that child care will be available to those who need it (81% of Democrats and 73% of Republicans).
- More than ever, 72% of all parents believe that the government needs to help offset child care – up ten points from November 2020 (62%), a notable election year.
- About seven in 10 parents strongly believe in the impact that child care can have on the economy, believing that long-term economic growth can occur through the government subsidizing child care and affirming that there cannot be a fully functional economy without structural child care.

