

# KinderCare Parent Confidence Report

2022



# Summary

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# Background

- KinderCare partnered with Harris Poll to identify the factors impacting parent confidence levels today
- We surveyed more than 2,000 U.S. parents with children age 12 and younger
- Now in its third year, the survey unveils the shifts that have happened

# Key Takeaways

- Parent confidence is at an all-time high, despite all-time high stress levels
- Parents are rethinking work to be more available to their children
  - Child care benefits top-of-mind when making career shifts
  - Employers, however, are leaving a lot on the table
- Parents are also reimagining the future of education
  - Mental health and inclusion taking a front seat
- Most parents believe child care is at a crisis point in the U.S.
  - Across political lines, parents agree the government should step up



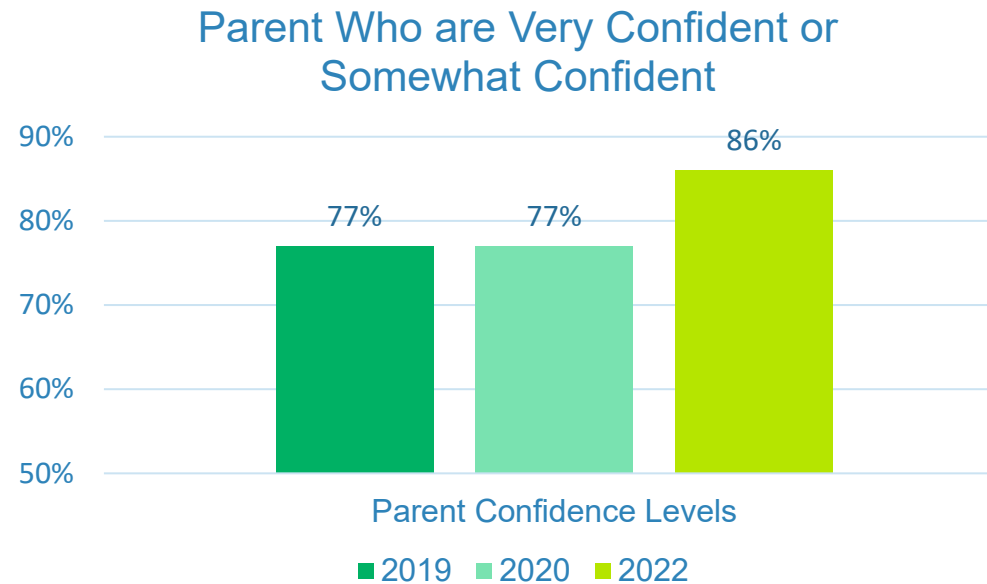
# The State of Parents' Confidence 2022

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# Parent confidence is on the rise

How would you rate your level of confidence when it comes to parenting on a typical day?

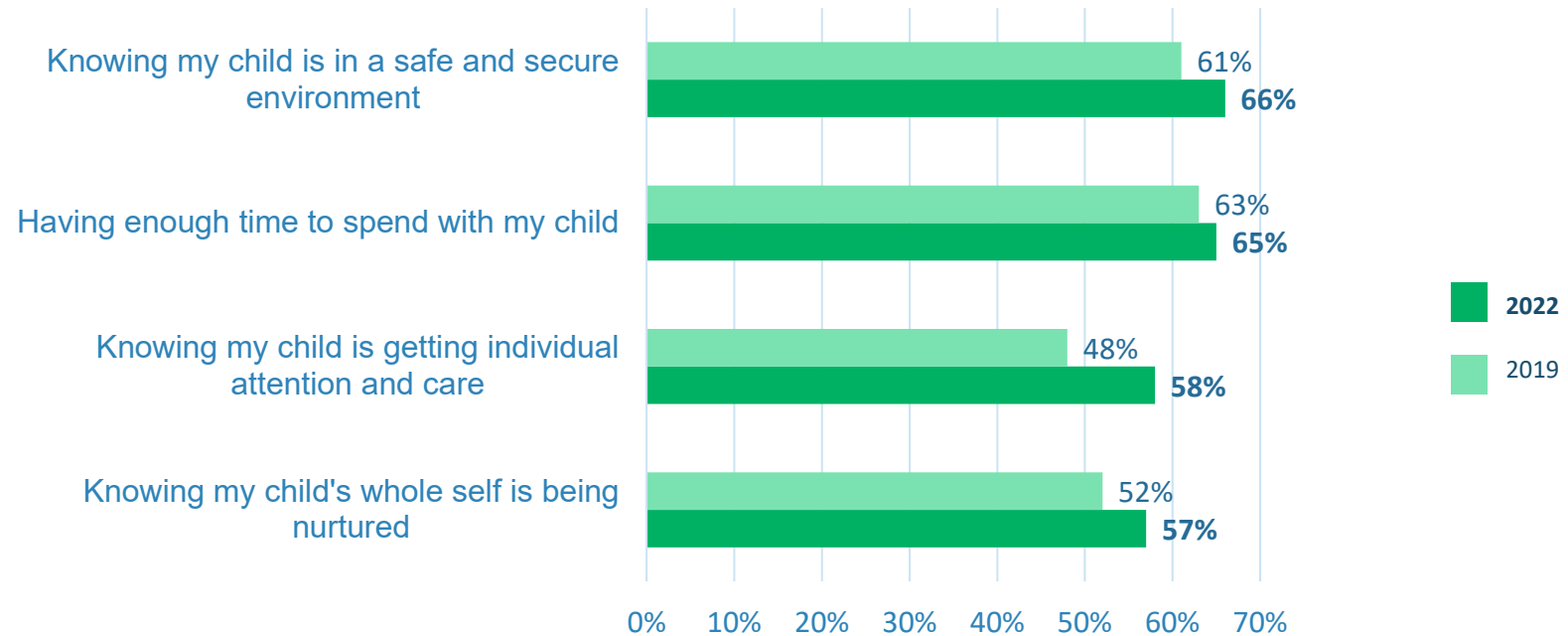


Q2: How would you rate your level of confidence when it comes to parenting on a typical day (n=1021)



# Basic needs are driving parent confidence

Which of the following, if any, gives you more confidence in your parenting?

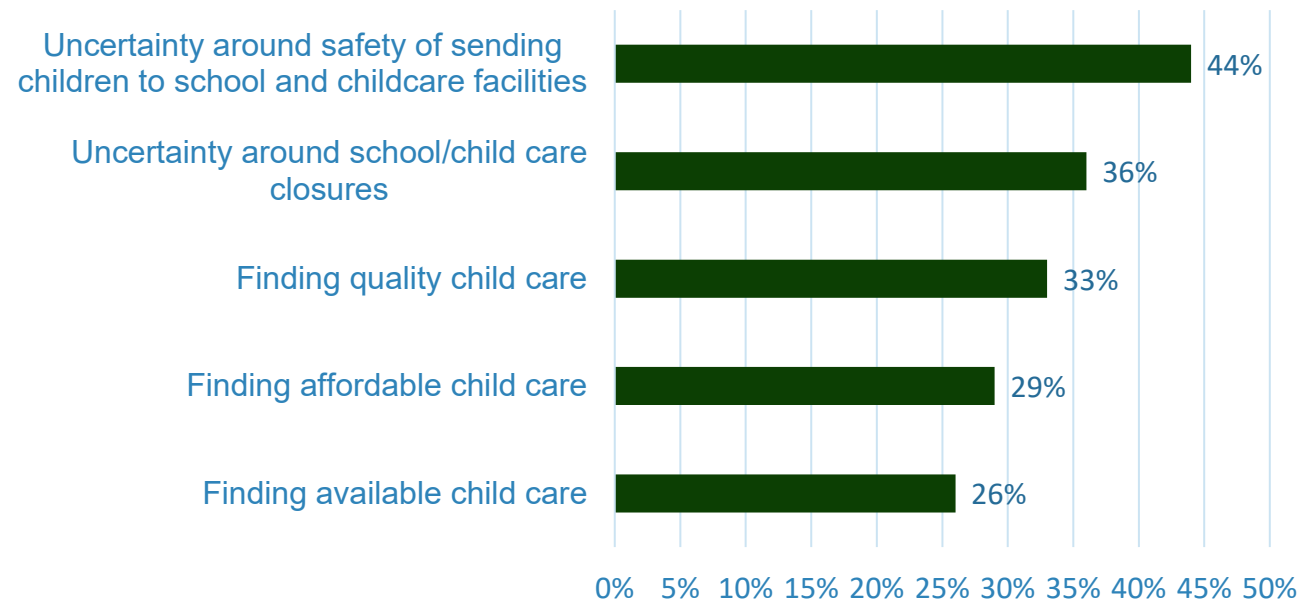


Q4: Which of the following, if any, give you more confidence in your parenting (whether it is provided by you as a parent, or provided by a caretaker)? (n=1021)



# Concerns about safety and childcare closures undermine confidence

## Top factors complicating ability to confidently navigate parenting right now



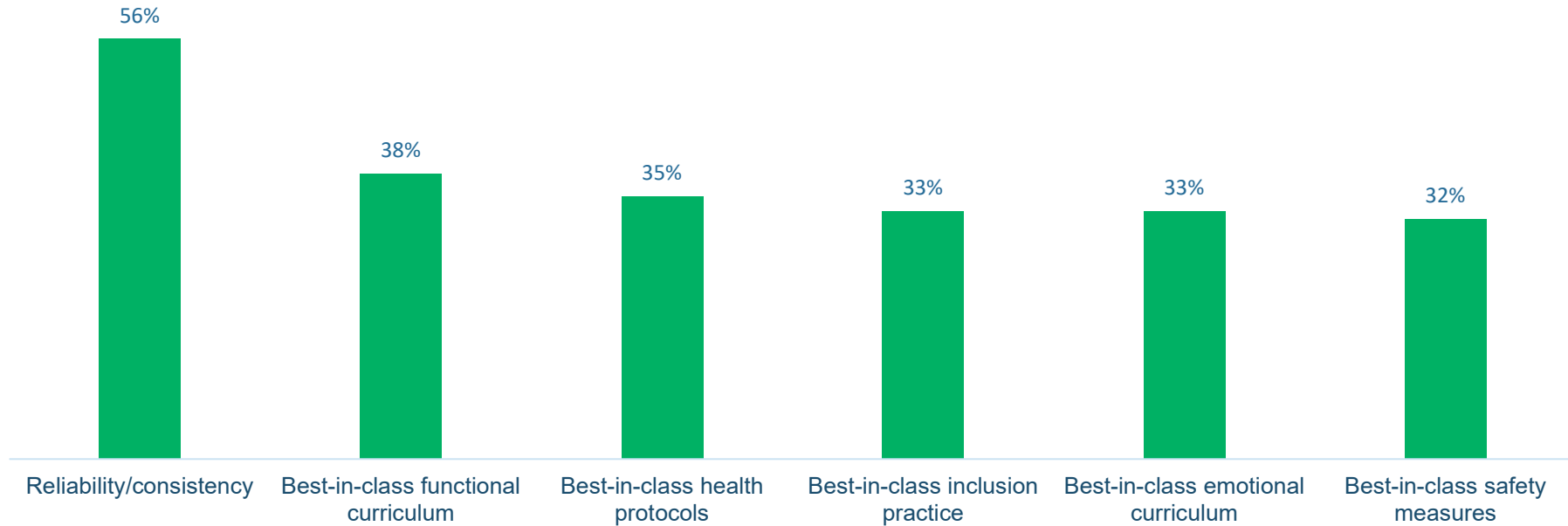
Q7: As we continue to navigate uncertain times, which of the following, if any, are complicating your ability to confidently navigate parenting right now? (n=1021)





# Reliability, curriculum are key deciding factors when choosing child care

When it comes to deciding on a childcare provider, what are the most important factors?



+10% from 2019

Q22: When it comes to deciding on a childcare provider, what are the most important factors? (n=1021)

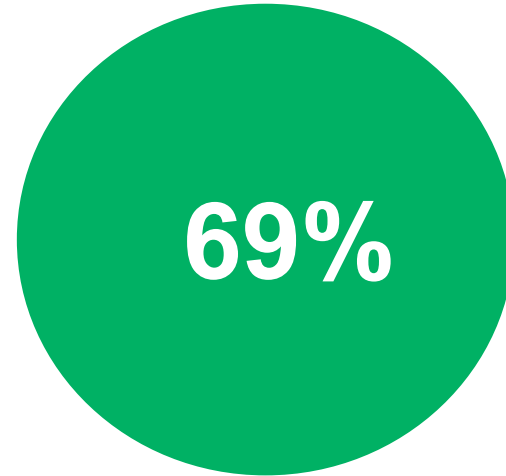


# Parent Confidence & State of Work

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# Work flexibility allows parents to be more present in children's lives



+10% from Feb 2020  
+4 from Nov 2020

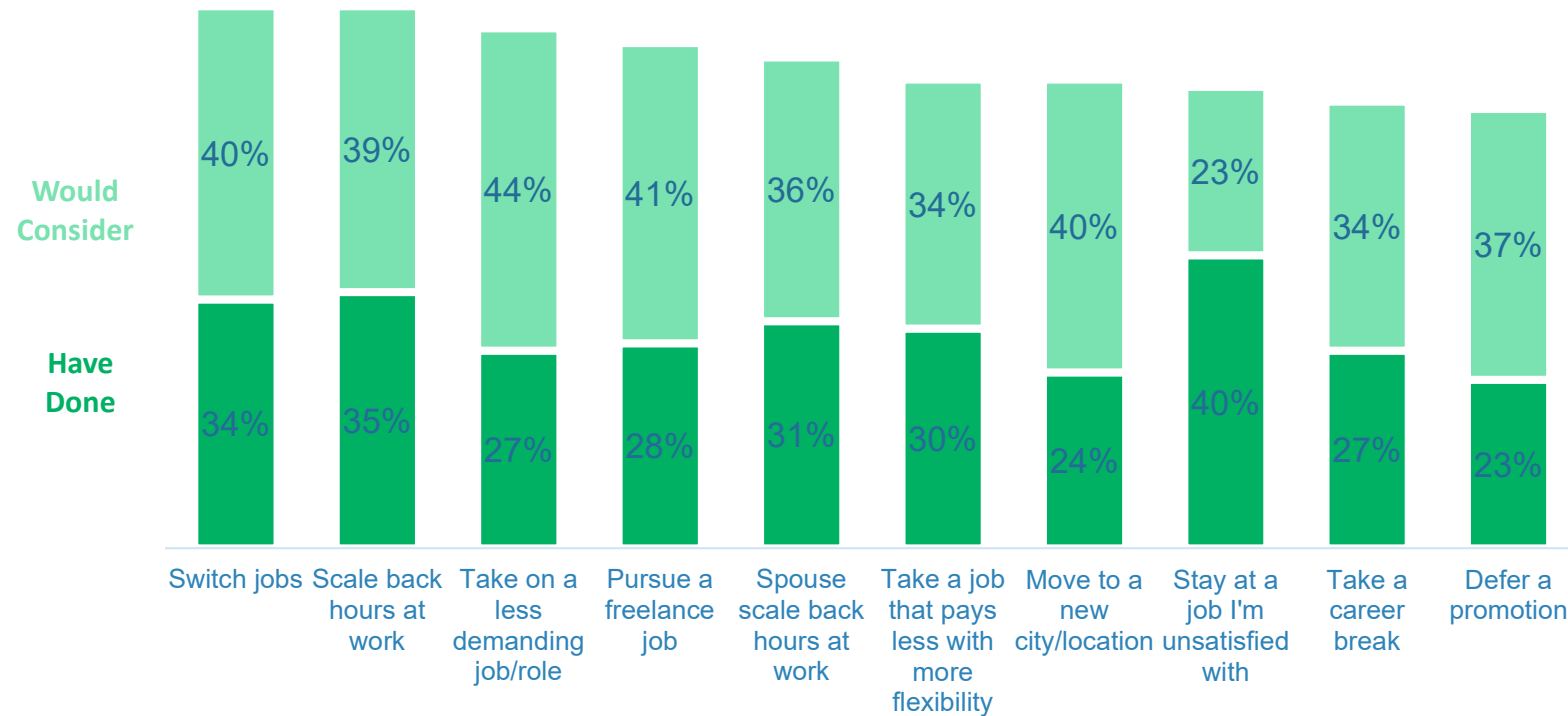
“I am able to be more involved in my child's life because my modern work schedule is more flexible.”

Q19: How much do you agree or disagree with the following statements? (n=746)



# Parents are reimagining the future of work

Have you ever or would you consider doing any of the following to be more available for your child?



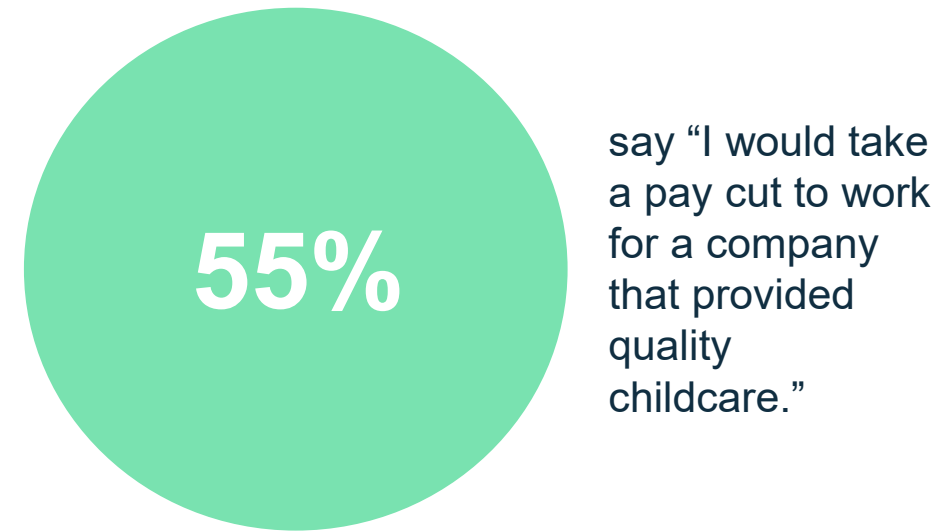
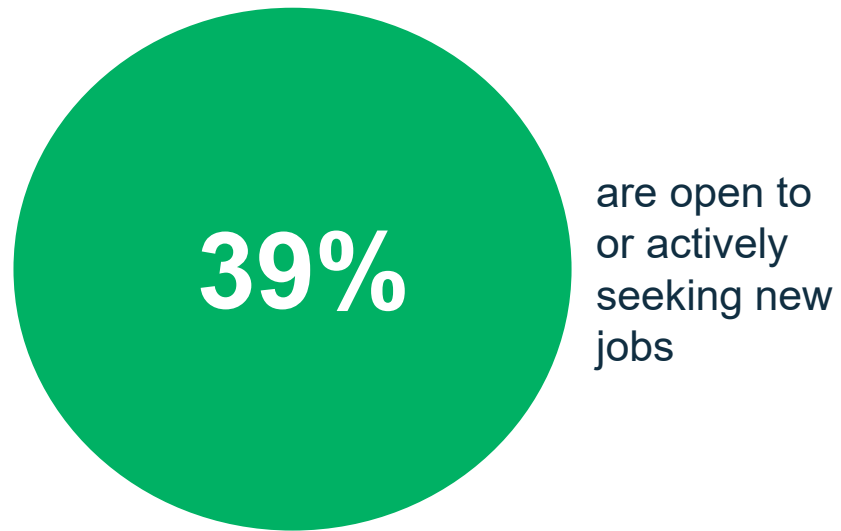
Parents on both sides are making changes, yet in different ways:

- 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.

Q10: Have you ever or would you consider doing any of the following to be more available for your child? (n=746)



# Over half of working parents say they would take a pay cut for child care

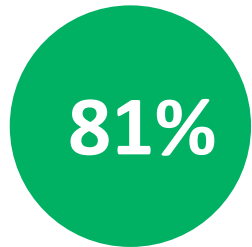


Q9: When it comes to deciding on a childcare provider, what are the most important factors? (n=1021)

Q19: How much do you agree or disagree with the following statements? (n=746)



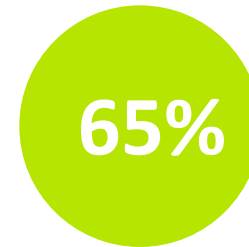
# Companies have catching up to do when it comes to childcare benefits



“A company’s childcare benefits are important to the job consideration process”



“It is rare to find a company that offers childcare services that go above and beyond the basics”



“There is a disconnect between employers and childcare support”

75% Tech\*  
77% Finance\*

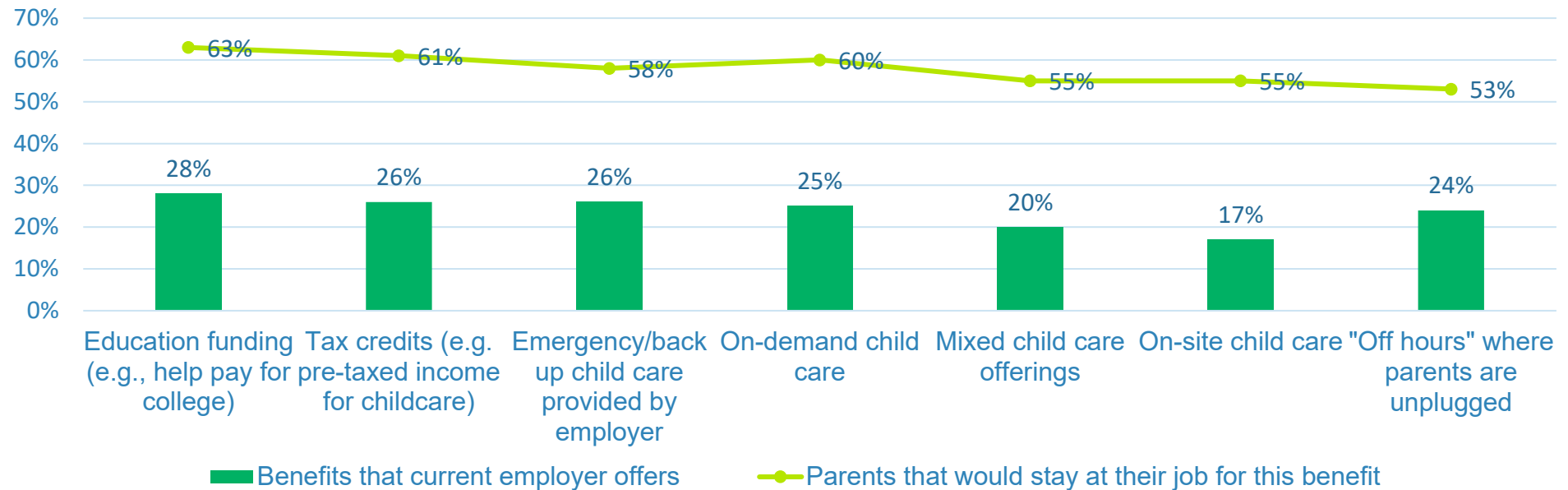
Q11: When considering staying at your current job, how important are your company’s childcare benefits in your consideration process? (n=746)

Q19: How much do you agree or disagree with the following statements? (n=746)



# Companies are leaving a lot on the table when it comes to desirable benefits

## Top childcare policies / benefits offered by current employer

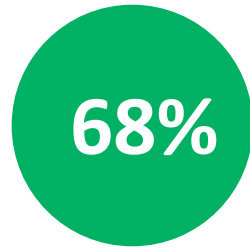


Q12: Which childcare policies or benefits does your current employer offer? (n=746)

Q13: When thinking about childcare and your job, which of the following benefits would convince you to stay or leave if provided by your current employer or potential employer? (n=746)

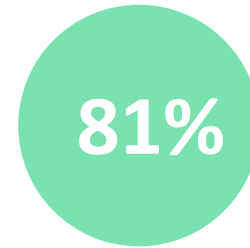


# Parents want their employers to offset the cost of their childcare



“I believe employers should offset the cost of childcare for their employees”  
(Top 2 Box)

+3% from Nov 2020



“Being confident in my childcare allows me to excel at work”

84% who are employed full time

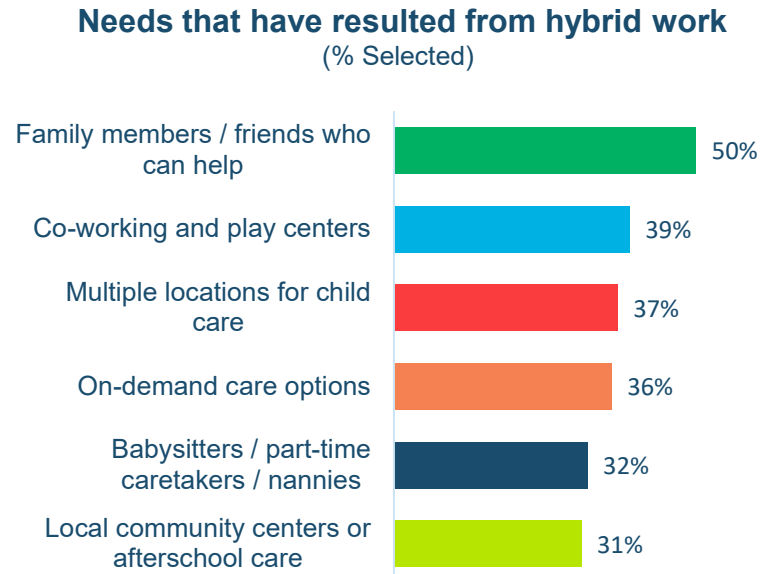
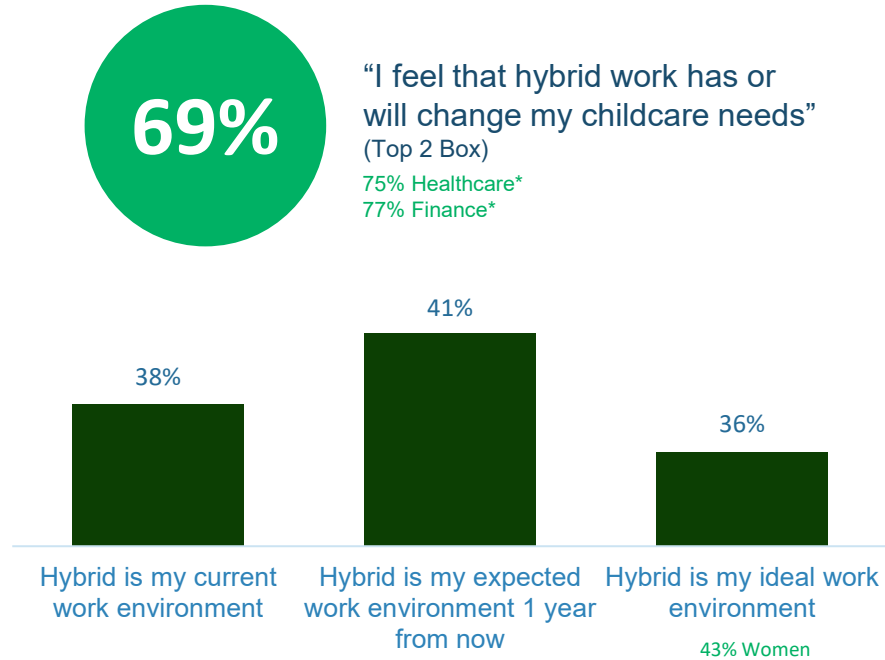
84% who use daycare/preschool

Q19: How much do you agree or disagree with the following statements? (n=746)





# Hybrid work is here to stay, impacting childcare needs



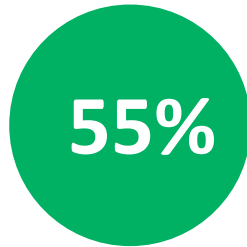
S4: Which of the following best describe your current, expected, and ideal work environments? (n=746)

Q14: Do you feel that hybrid work has/will change your childcare needs? (n=512);

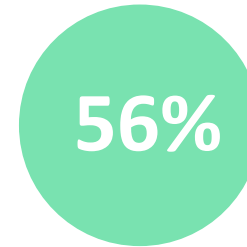
Q18: In what ways has/will it changed or will change your childcare needs? Now I need...(n=355)



# The pandemic has redefined the role of stay-at-home parents



“Pandemic circumstances led me to becoming a stay-at-home parent”  
(Top 2 Box)  
75% Men



Stay-at-home parents who are also employed (full time, part time, or self employed)  
(Percentage)

Q23: Did the pandemic lead you to becoming a stay-at-home parent? (n=400)

Q24: When it comes to childcare, in which ways would you like more support? (n=400)



# Stay-at-home parents need support too, including child care

When it comes to deciding on a child care provider, what are the most important factors?



“Taking care of my child(ren) is not my only responsibility as a stay-at-home parent.”



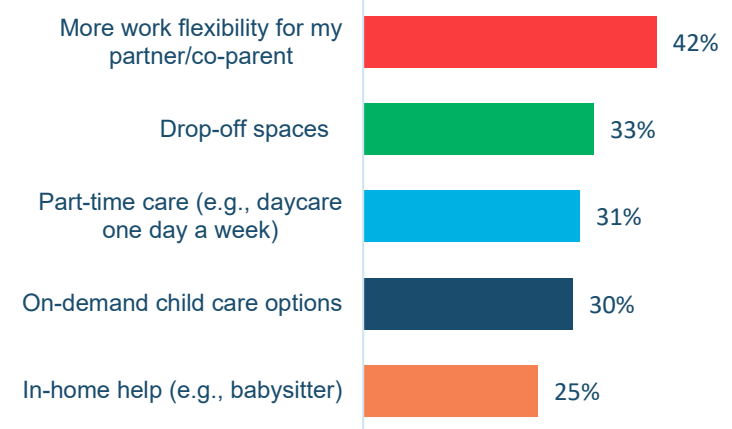
“It is a misconception that stay-at-home parents don’t need child care.”

Q25: How much do you agree or disagree with the following statements? (n=400)

Q24: When it comes to childcare, in which ways would you like more support? (n=400)

When it comes to child care, in which ways would you like more support?

(% Selected)



# Parent Confidence & Future of Education

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# Parents are reimagining education with a renewed focus on mental health

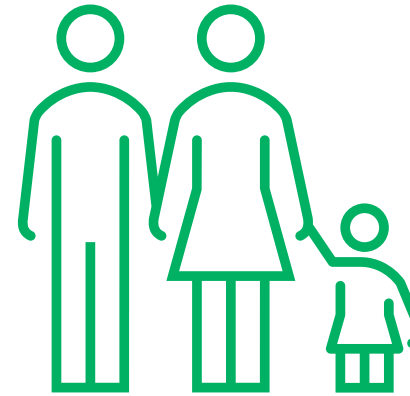


**87%** “It’s important to me that my child(ren) is raised with social emotional skills”



**80%** “Just like physical health, mental health needs to be a part of the school curriculum”

86% of parents with kids in Daycare/Preschool



**80%** “I have made an effort to teach my child(ren) about mental health coping skills and strategies”

86% of parents with kids in Daycare/Preschool



# Parents want kindness and inclusion included in curriculum

How much do you agree or disagree with the following statements?



**85%** “It’s important educational curriculum helps children better understand and respect all people”



**83%** “In educational environments, all types of families should be celebrated”



**81%** “It’s important to me that my child(ren) sees themselves reflected in the classroom (e.g., in books, activities, cultural celebrations, etc.)”

Q21: How much do you agree or disagree with the following statements? (n=1021)

# Health, safety and reliability remain top priority for child care needs

93%

“My child(ren)'s health and safety is my top priority”  
(Top 2 Box)

66%

agree that a safe and secure environment is the #1 factor that boosts their parenting confidence  
(Top 2 Box)

## Most important child care needs for parents today:

1. Reliability/consistency (56%)
2. Best-in-class academics (38%)
3. Best-in-class health protocols (35%)

Q4: Which of the following, if any, give you more confidence in your parenting (whether it is provided by you as a parent, or provided by a caretaker)? (n=1021)

Q6: Please indicate how much you agree or disagree with the following statements (n=1021)

Q7: As we continue to navigate uncertain times, which of the following, if any, are complicating your ability to confidently navigate parenting right now? (n=1021)



# Parent Confidence & Pandemic Impact

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# Parents are in desperate need of empathy and understanding

The pandemic continues to burden parents, especially those with young kids

59%

“Parenting during Covid-19 has been the most stressful time of my life”  
(Top 2 Box)

+4% from November 2020

55%

“It feels like I never get a break from parenting anymore”  
(Top 2 Box)

60%

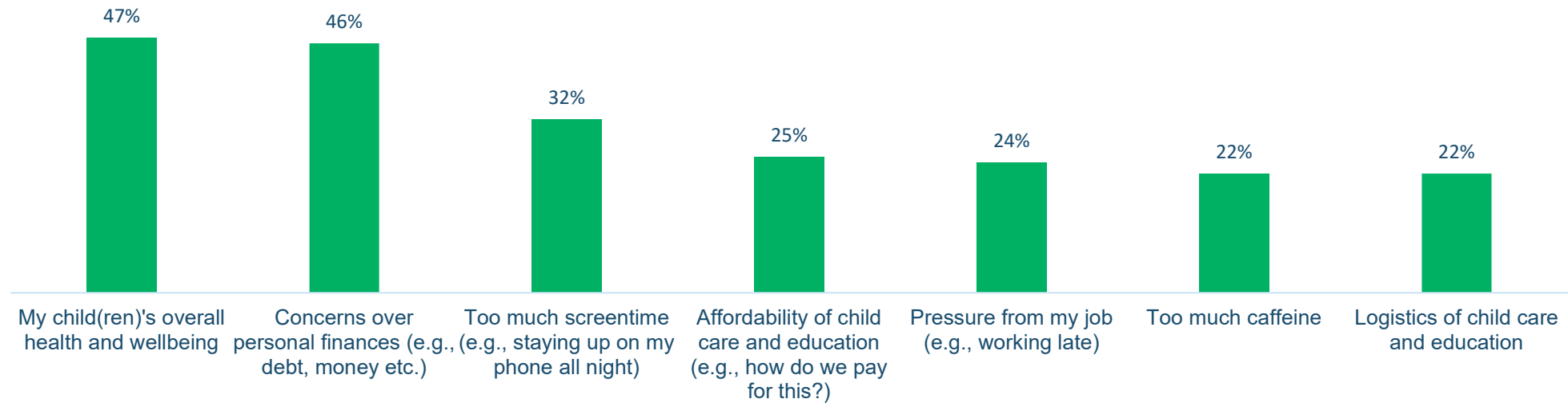
“The burden placed on parents today with young kids doesn't get as much attention as it deserves”  
(Top 2 Box)

Q6: Please indicate how much you agree or disagree with the following statements (n=1021)



# Parents' top concerns are kids' wellbeing, family finances

## Worries keeping parents up at night

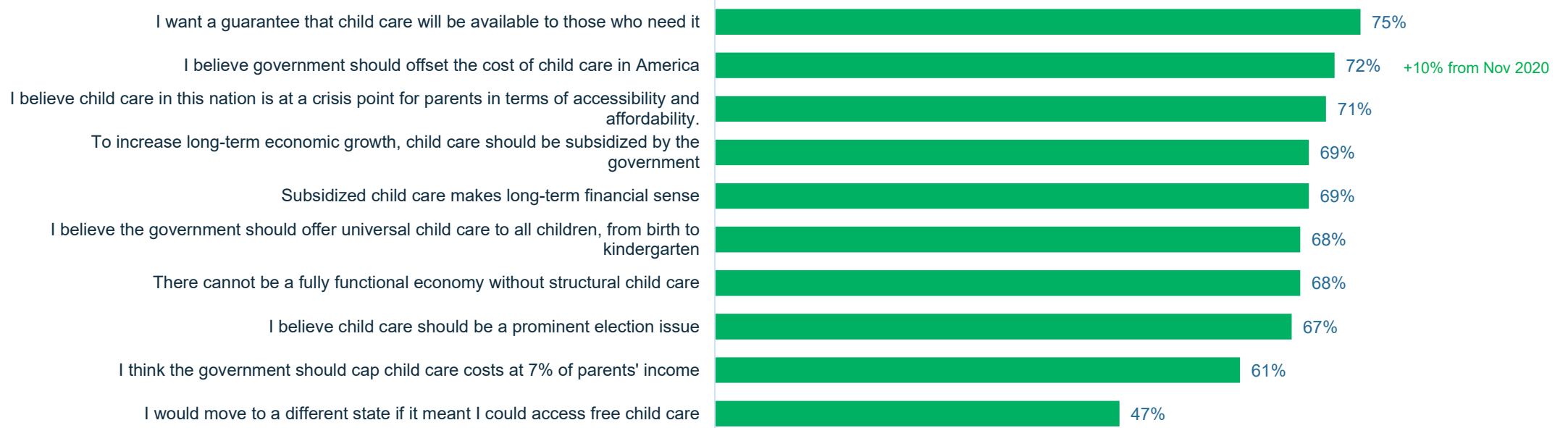


Q16: Which of the following elements, if any, keep you up at night? (n=1021)



# Parents want the government to step up and support them

## How much do you agree or disagree with the following statements?



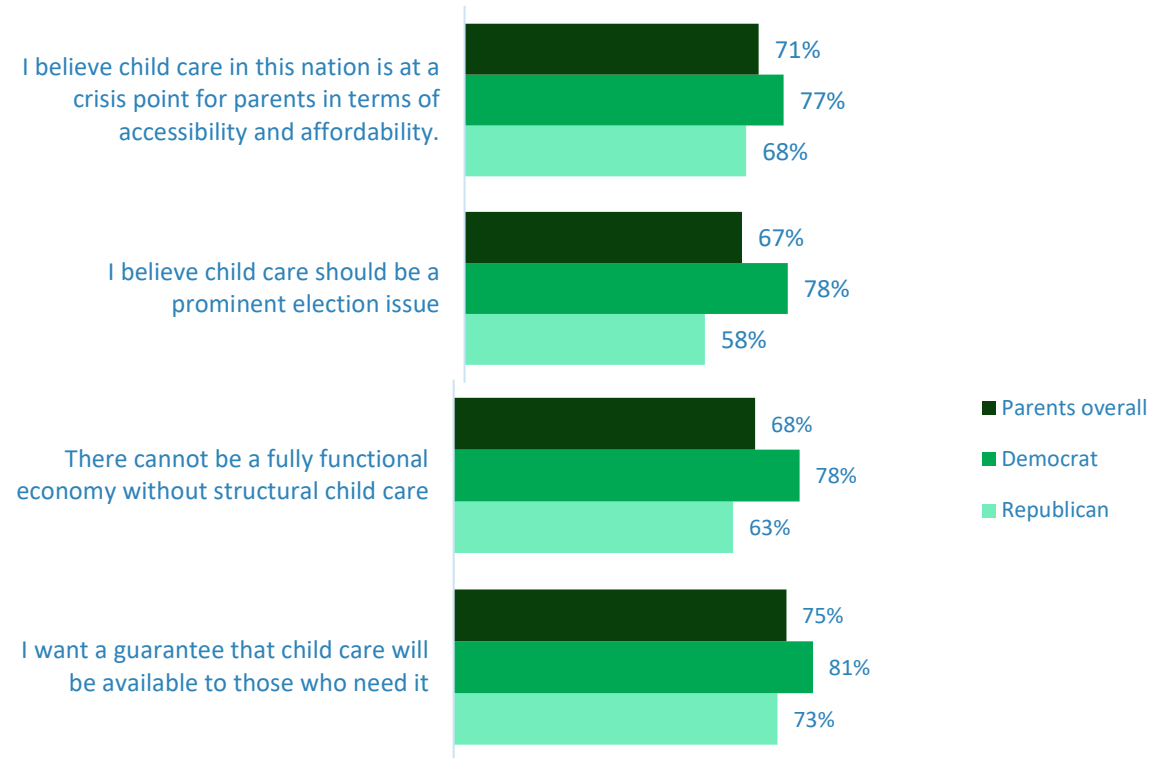
Q27: How much do you agree or disagree with the following statements? (n=1021)

Q28: How much do you agree or disagree with the following statements? (n=1021)



# Parents across political lines believe child care is at a crisis point

How much do you agree or disagree with the following statements?



Q27: How much do you agree or disagree with the following statements? (n=1021)

Q28: How much do you agree or disagree with the following statements? (n=1021)



# Methodology

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# Methodology

- This survey was conducted online within the United States by The Harris Poll on behalf of KinderCare from January 14, 2022, to January 22, 2022, among 2,023 parents with children age 12 and younger.
- Within the sample we surveyed 992 parents with children age 5 and under, and 1,031 with children age 6-12. This presentation represents the national sample (n=1,021).
- We then looked at the data cut by the following demographics: age, race/ethnicity, gender, income, region, and employment status.
- This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

\* indicates that the sample is < n =100

# Who we talked to

## DMA

- San Francisco (n=100)
- Los Angeles (n=100)
- Phoenix (n=101)
- Houston (n=100)
- Minneapolis (n=100)
- Boston (n=100)
- Chicago (n=100)
- New York (n=100)
- Philadelphia (n=101)
- DC (n=100)

## Race/ethnicity

- Black (n=103)
- White (n=736)
- Hispanic (n=110)
- Asian (n=39)
- All other (n=33)
- BIPOC (n=285)

## Age

- Young Children (under 5) (n=497)
- Older Children (over 5) (n=524)

## Industry

- Education (n=68)
- Finance (n=48)
- Healthcare (n=89)
- Tech (n=69)
- Academia (n=7)
- Other (n=465)

## Gender

- Women (n=599)
- Men (n=413)
- Prefer not to answer (n=9)

## Sample

- National (n=1,021)
- DMA (n=1,002)

## Work status

- Working parents (n=746)
- Stay at home parents (n=400)
- Work from home (n=223)
- Employed full time (n=624)
- Employed part time (n=122)

