



KinderCare Confidence Index

2024



Background

- KinderCare partnered with Harris Poll to identify factors impacting parent confidence today
- We surveyed more than 2,000 U.S. parents with children under age 12
- Five years in, the survey continues to shine new light on how parents are feeling today and on the importance role access to high-quality child care plays in parent confidence



Key Takeaways

Parent confidence

- Five years in, parent confidence remains high

Child care is a must-have benefit, especially with the return to office

- Child care benefits are among the top reasons parents stay at their job, and are increasingly important when employers mandate a return to the office
- Gen Z says child care is their top desired benefit

Consistent, high-quality child care improves parents' mental health

- Parents are anxious about rising child care costs, and those without consistent access find it increasingly hard to secure child care in their communities

Parents see impact of high-quality child care programs on children

- Children show improvement in a variety of areas, including social emotional skills and language and literacy

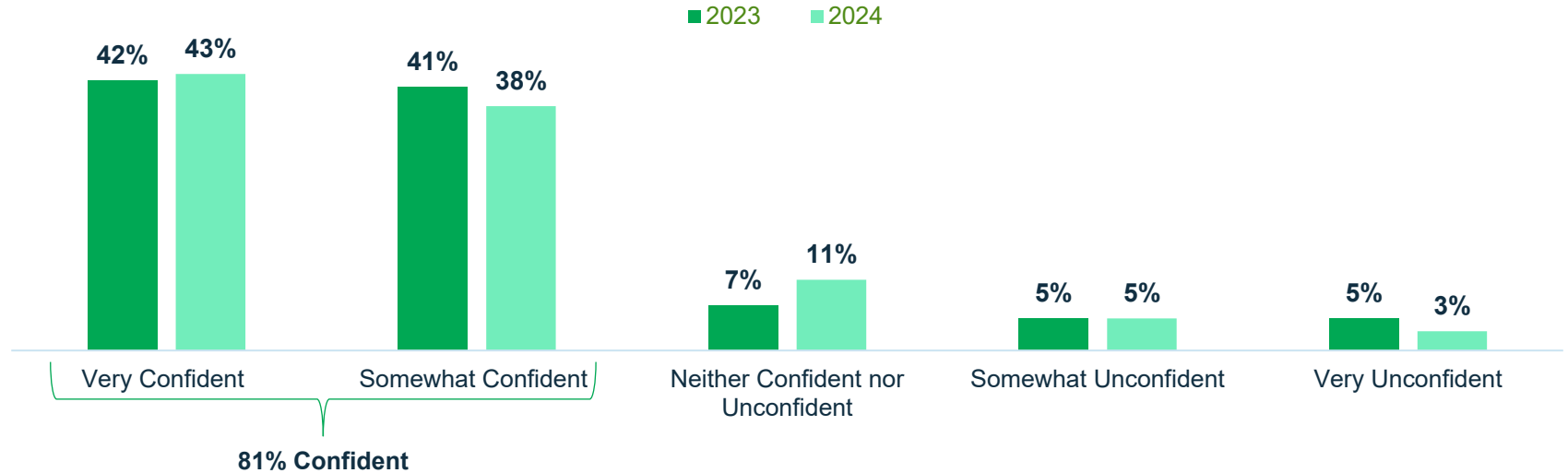


The State of Parent Confidence 2024



Parents' confidence remains high

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



Parents who use child care are especially confident

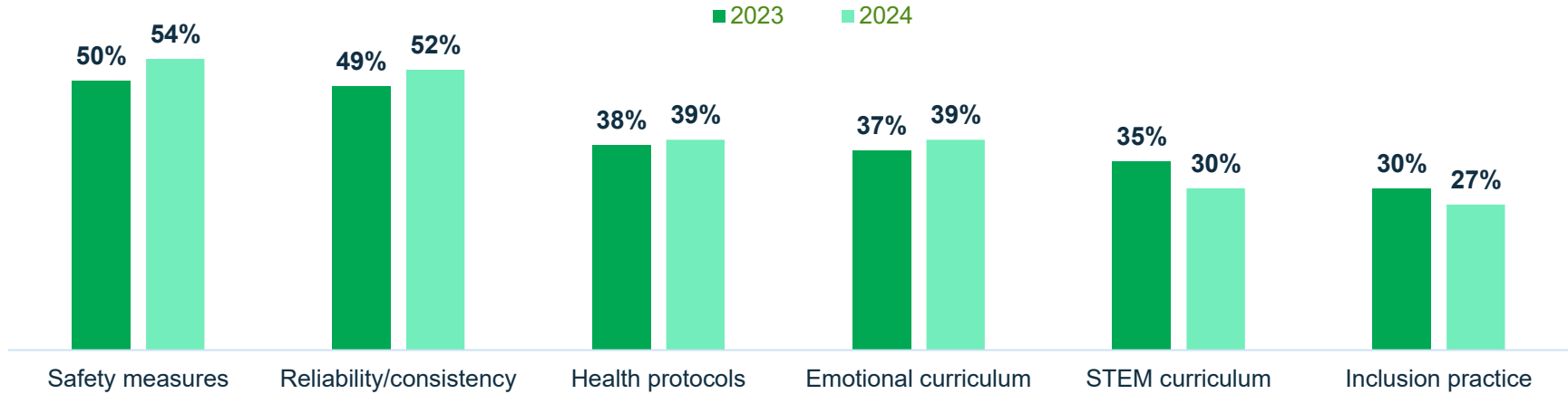
73%

Of parents who use child care feel highly confident in themselves on a typical day

For working parents, being employed full-time gives a significant boost to self-confidence (79% Full-Time vs. 64% Part-Time)



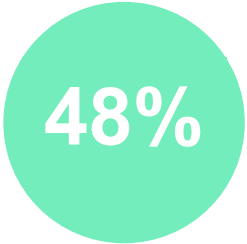
Safety remains the top factor in choosing child care



However, finding child care remains a challenge



don't have an emergency or back-up option if their primary form of child care isn't available



say finding child care feels impossible right now



believe it's becoming increasingly hard to secure high-quality child care in their community

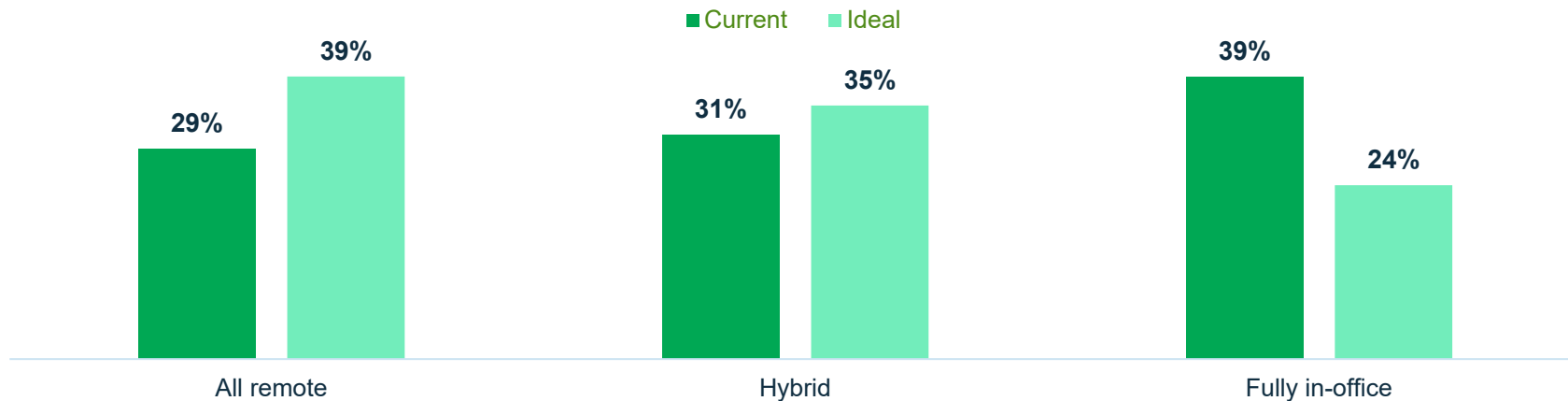


Parent Confidence & The Future of Work



Parents prefer remote or hybrid work, despite RTO push

Which of the following best describes your current and ideal work environment?



With RTO, parents expect child care support

62%

Feel that when employers force parents to return to office (full time or most of the time), it shows they don't get what parents' lives are really like



Feel that in-office work has or will change their child care needs

53%

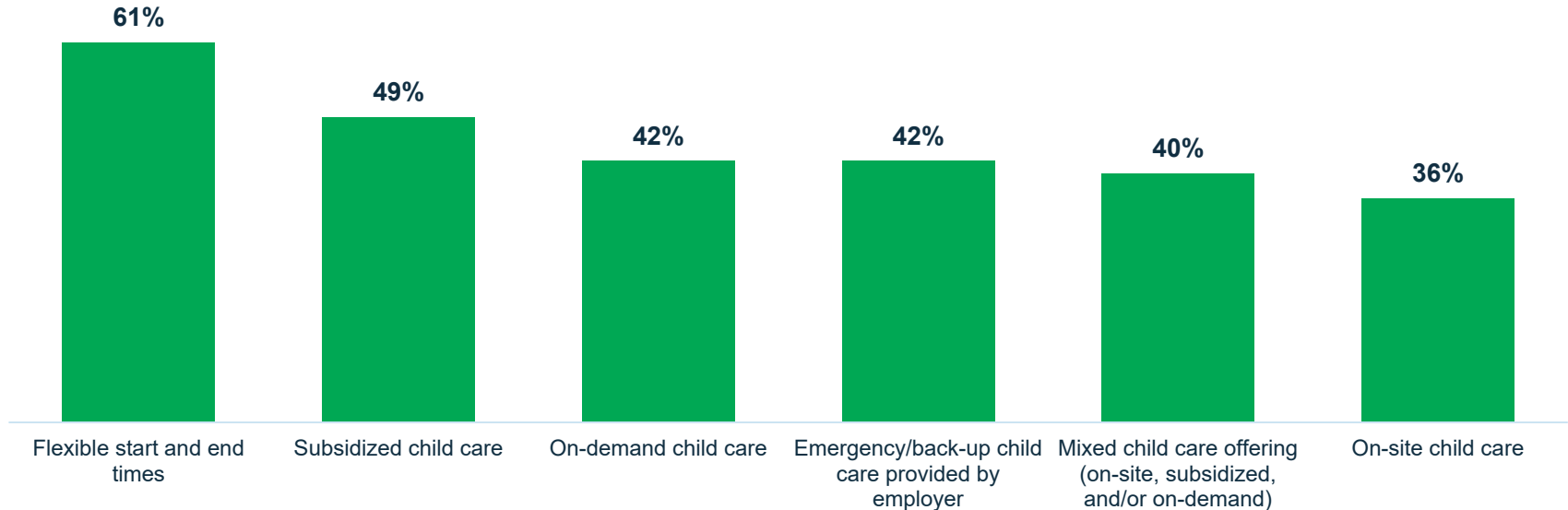
54%

Expect their company to offset the burden of child care costs as they return to the office

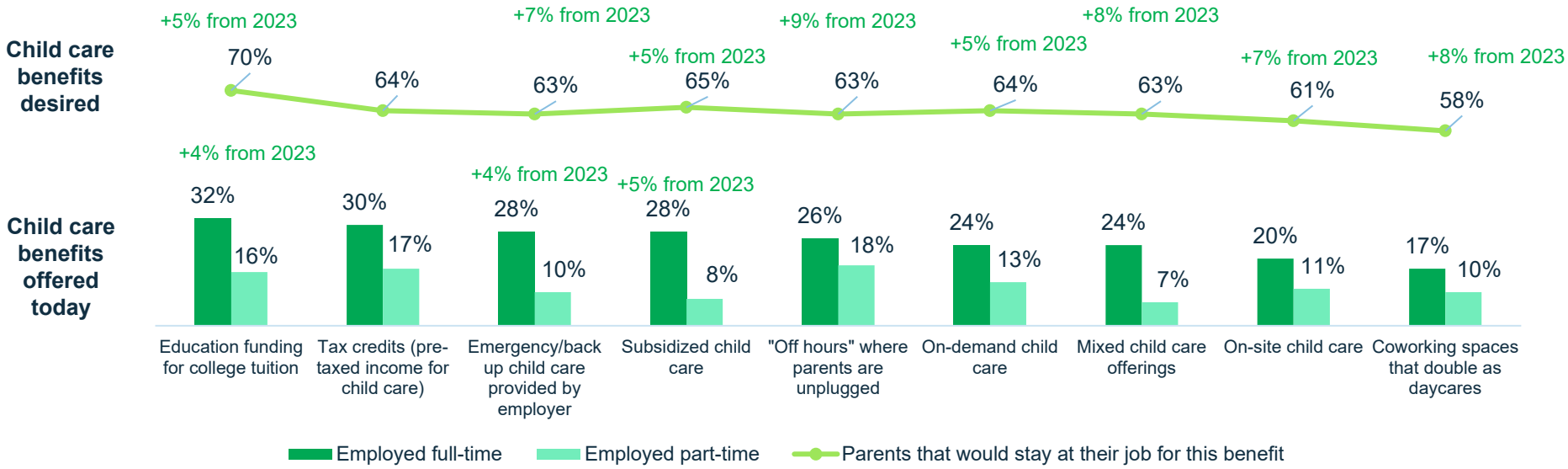


Parents want flexibility and child care options as they return to work

Percentage of parents who want child care benefits provided by employer upon return to office

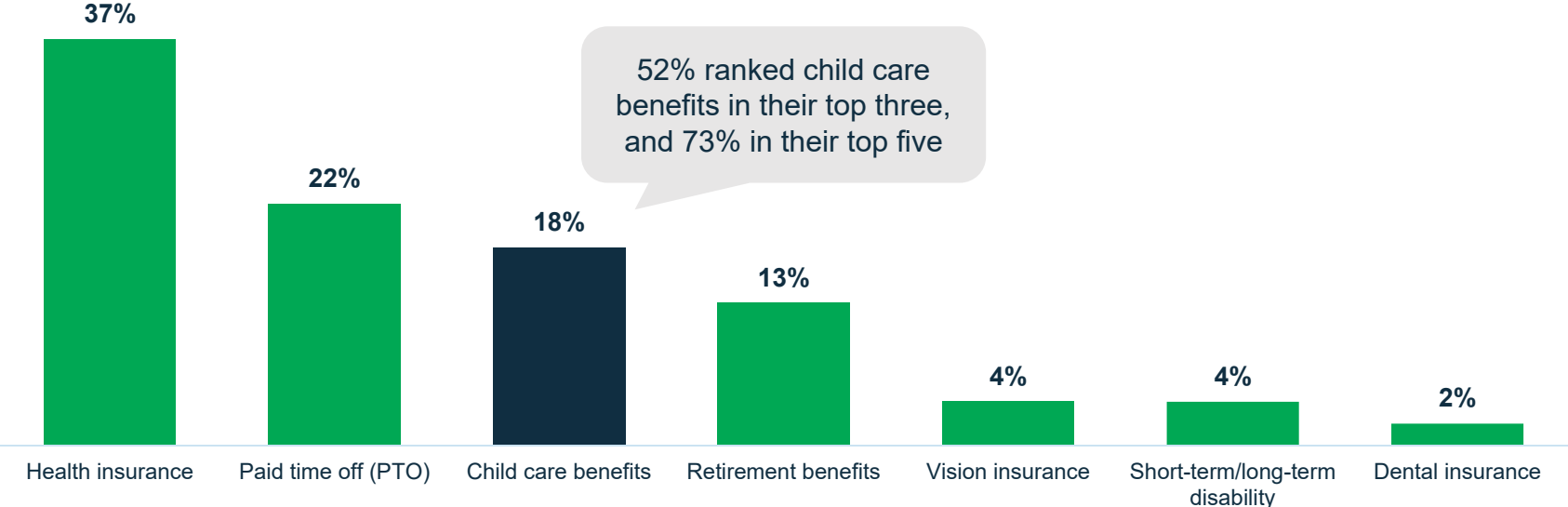


There is a gap between child care benefits working parents receive and what they want



Child care benefits are retention benefits

Percentage of parents who ranked benefits the most important in staying at current job



Parents believe employers should offset child care costs

64%



believe employers should offset the cost of childcare for their employees

49%



would rather their employer subsidize their child care costs than get a raise

44%



believe that current employer-provided child care benefits (e.g., HSAs, vouchers) are more difficult to use than health benefits





Parents would take a pay cut for child care benefits

57%

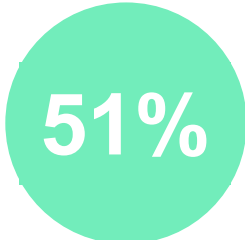
would take a pay cut to work for a company that provided child care benefits



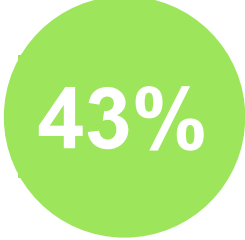
Child care is also key to attracting new talent



say how a company supports its employees who are parents reflects how it cares for its employee overall



believe that when they interview for a job, they consider it a red flag if employers don't talk about how they support parents



say they won't even consider a job offer if child care support isn't discussed
+6% from 2023



Child care helps parents excel in their careers

72%

say that if they knew they would always have quality child care coverage, they would be able to focus better on their work

+7% from 2023

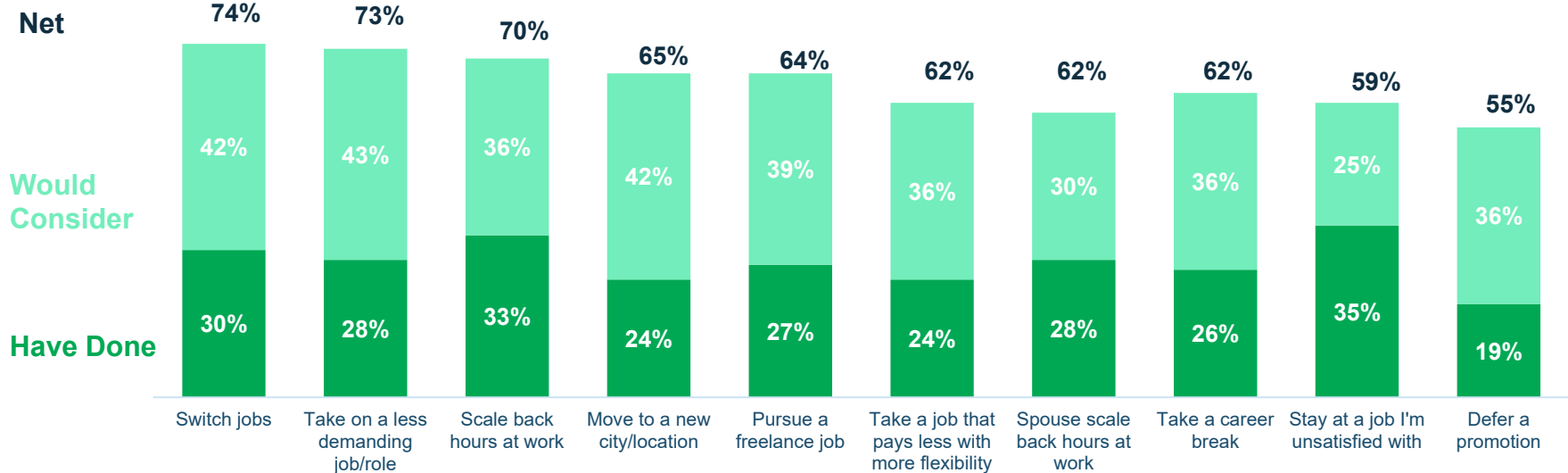
78%

say being confident in child care allows them to excel at work



Parents continue to adapt their careers to be more available for their children

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



Parents' Confidence in Children's Development



Parents notice impact of high-quality child care

What differences have you noticed in your child(ren) since they enrolled in care?



Social-emotional skills

58%



Language & literacy skills

56%



Creative expression skills

53%



Cognitive skills

50%



Executive function skills

46%



Physical & motor skills

41%

Parents value kindness and cross-cultural understanding



84% believe it's important that children learn to treat others the way they want to be treated



83% believe kindness should be a core value in the way we educate children



81% believe it's important that their children learn and play with children from different backgrounds than theirs

Parents' Confidence & Parent Mental Health



Lack of child care a significant source of stress for parents

71%

believe being a parent means constantly thinking about child care gaps

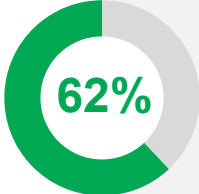
65%

believe that if they had consistent access to high-quality child care coverage, they would be able to be more present as a parent with their children

55%

said that piecing together enough child care coverage is a significant source of stress

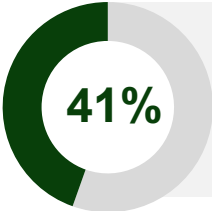
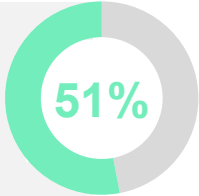
Parents need a break



Feel that the burden on parents with young children doesn't get as much attention as it deserves



Feel like they never get a break from parenting

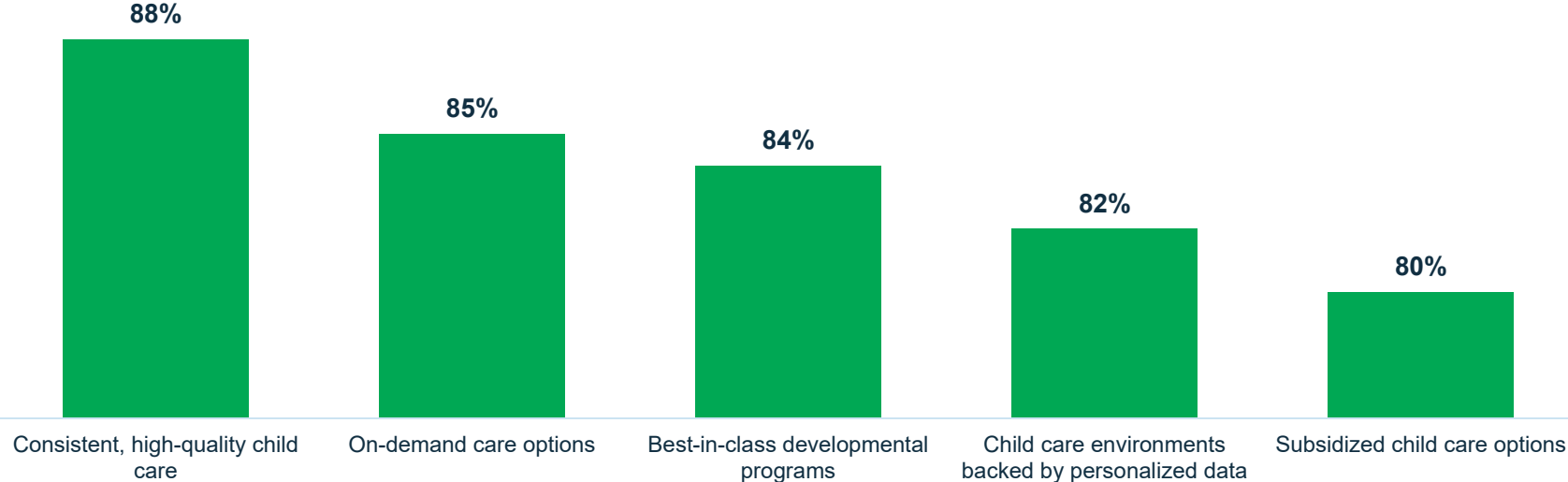


Feel burnt out by constantly assessing what's best for their children



Consistent, high-quality child care #1 improver of parent's mental health

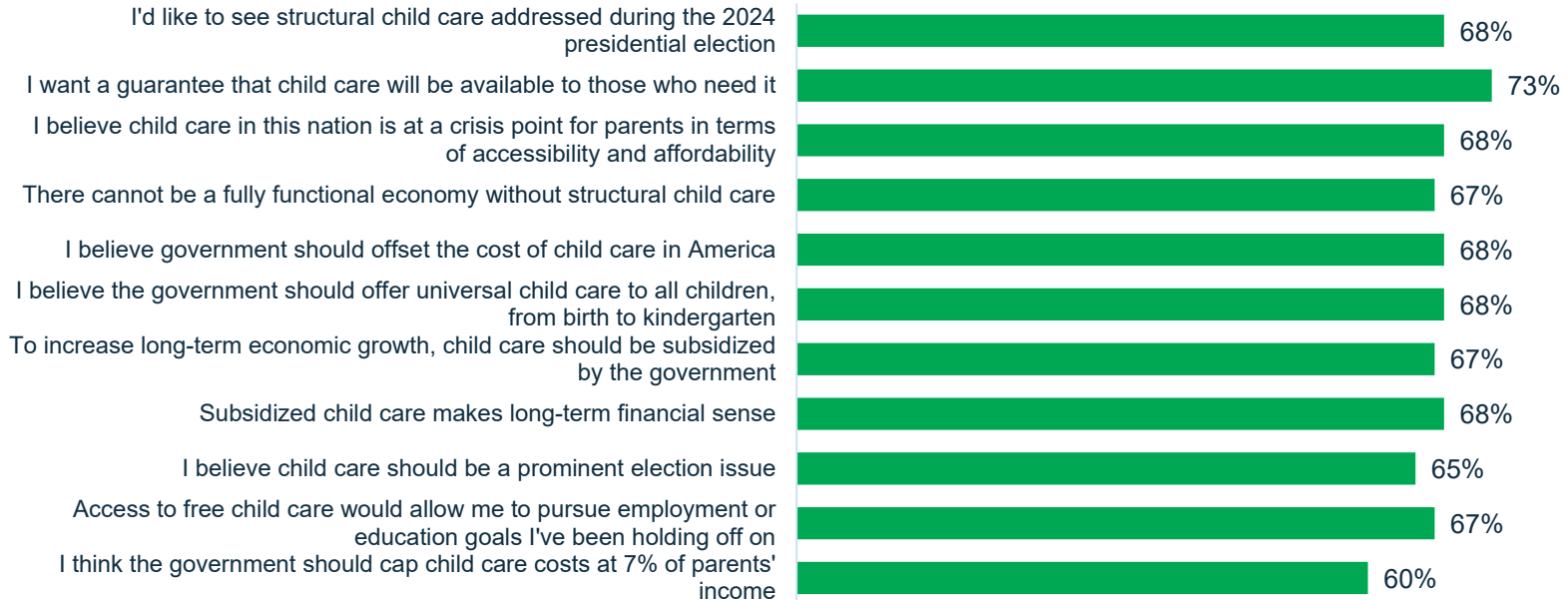
Percentage of parents who said the following would improve their mental health



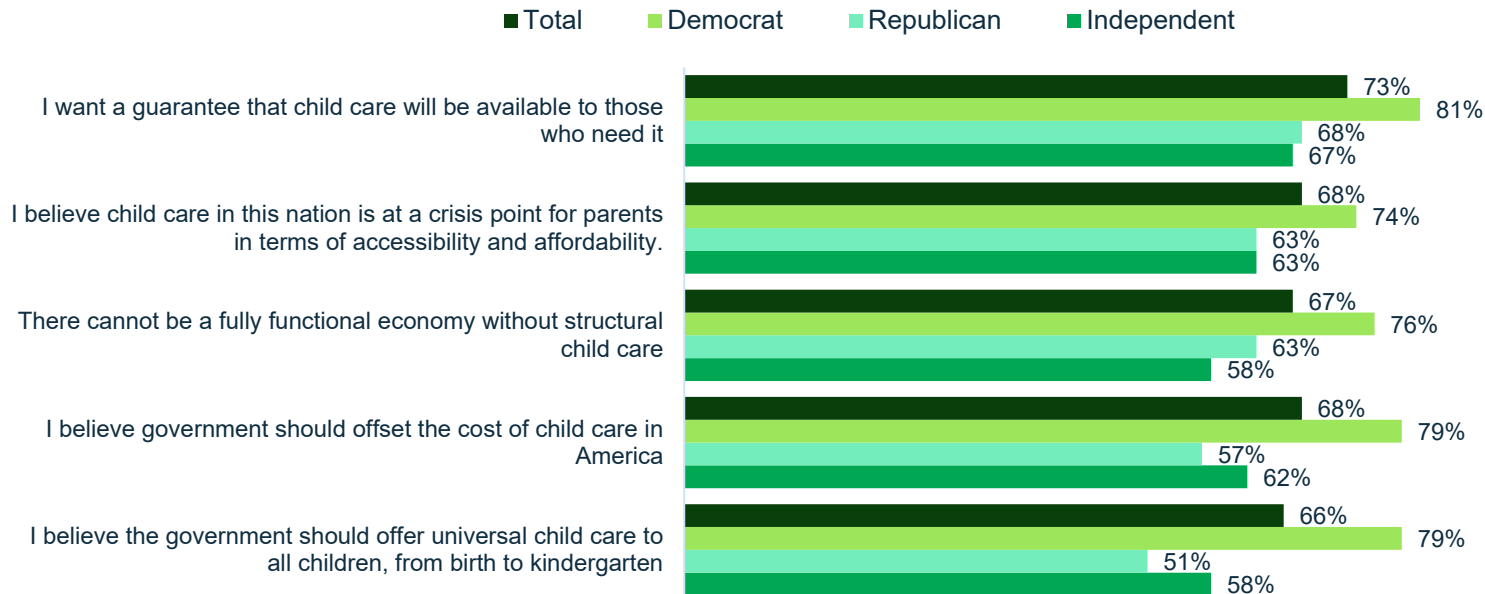
Parents' Expectations of Government



Parents want the government to offset child care costs



Affordable, accessible child care is a top concern, regardless of political affiliation



Appendix



Methodology

This survey was conducted online within the United States by The Harris Poll on behalf of KinderCare from November 3, 2023, to November 15, 2023, among 2,004 parents with children age 12 and younger. Within the sample we surveyed 1,177 parents with children age 5 and under, and 827 with children age 6-12. The presentation represents national sample; 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 a statistically significant difference among waves of the study

* indicates that the sample is < n =100

Who did we talk to?

Race/ethnicity

- Black (n=305)
- White (n=1,231)
- Hispanic (n=313)
- Asian (n=77)
- BIPOC (n=773)

Generation

- Gen Z (n=440)
- Millennial (n=1033)
- Gen X (n=444)
- Boomer (n=87)

Industry

- Education (n=157)
- Finance (n=119)
- Healthcare (n=223)
- Tech (n=145)
- Academia (n=13)
- Other industry (n=818)

Age

- Young Children (under 5) (n=1,177)
- Older Children (over 5) (n=827)

Gender

- Women (n=1,265)
- Men (n=730)
- Other/prefer not to say (n=11)

Work status

- Working parents (n=1,475)
- Employed full time (n=1,239)
- Employed part time (n=236)

US region

- Northeast (n=355)
- Midwest (n=438)
- Mid-Atlantic (n=114)
- South (n=527)
- Central (n=246)
- West (including CA) (n=324)
- West (excluding CA) (n=141)
- California (n=183)

Primary child care

- Daycare/preschool (n=630)
- Nanny (n=257)
- Stay at home (n=785)
- Work from home (n=480)
- Family/friends (n=623)
- After school programs (n=490)

Work environment

- Remote (n=630)
- Hybrid (n=426)
- Office (n=592)

Political party

- Democrat (n=805)
- Republican (n=579)
- Independent / other (n=620)

