



Parent Confidence Report: School-Age Cut

May 2023



Background

- KinderCare partnered with Harris Poll to identify factors impacting parent confidence today
- This report reflects answers from 949 U.S. parents with children ages 6-12
- Four years in, the KinderCare Parent Confidence Report continues to shine light on how parents are feeling today



Key Takeaways

Parent confidence remains high

- They're confident in their abilities as parents and in their child care providers
- Safety is now the single most important factor for parents deciding on a provider
- Data from providers around statistics and learning outcomes increases parent confidence

Child care remains a valued employment benefit

- Child care benefits are tied with paid time off as the 2nd highest reason parents stay at their job, behind health insurance

Parents are optimistic about the future of education

- They want a focus on social emotional skills, mental health, kindness and understanding differences

Parents still believe child care access should be a government priority

- They believe the government should step up to offset costs, especially for those who need it most

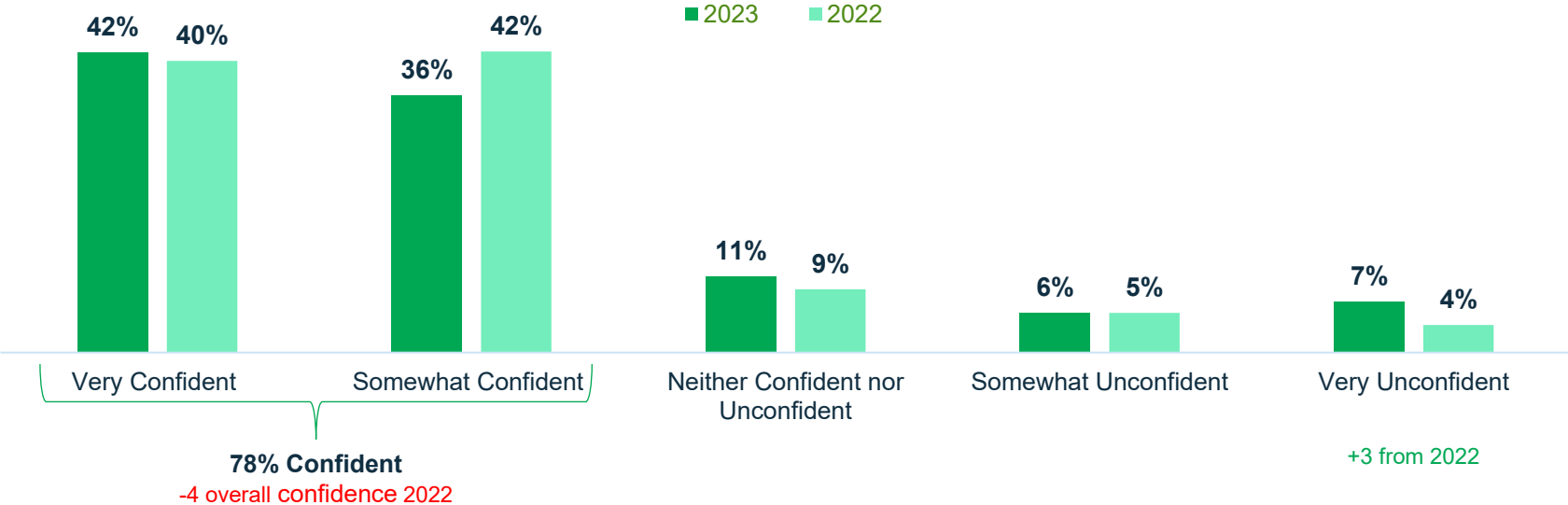


The State of Parent Confidence 2023: Parents with School-Age Children



School-age parents' confidence overall remains high, but the number of parents who say they're 'very unconfident' increased from 2022 to 2023

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

85%

Of school-age parents who use child care feel confident in their parenting on a typical day



Parents stress about finding child care during school breaks and summer holidays

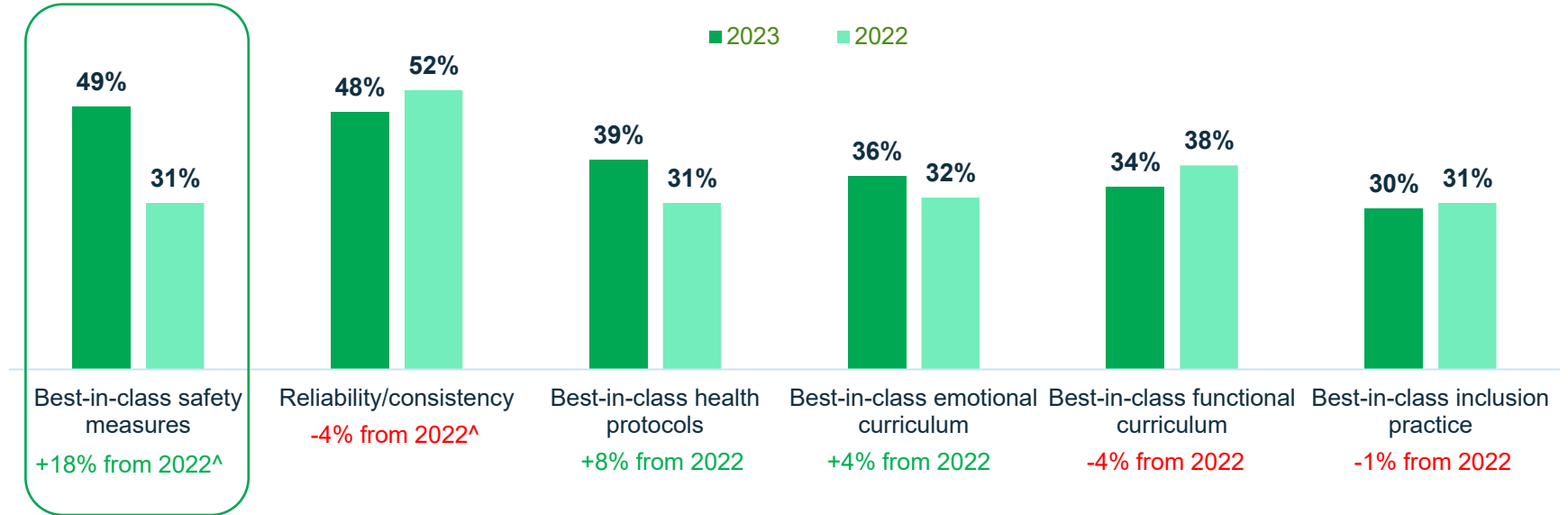
46%

Of school-age parents say that school breaks and summer holidays are stressful because they're not sure how they'll find child care



Safety is now the most important factor in choosing child care

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



School-Age Parent Confidence & The Future of Work





Employers are making progress in supporting working parents, but there's still work to be done

62%

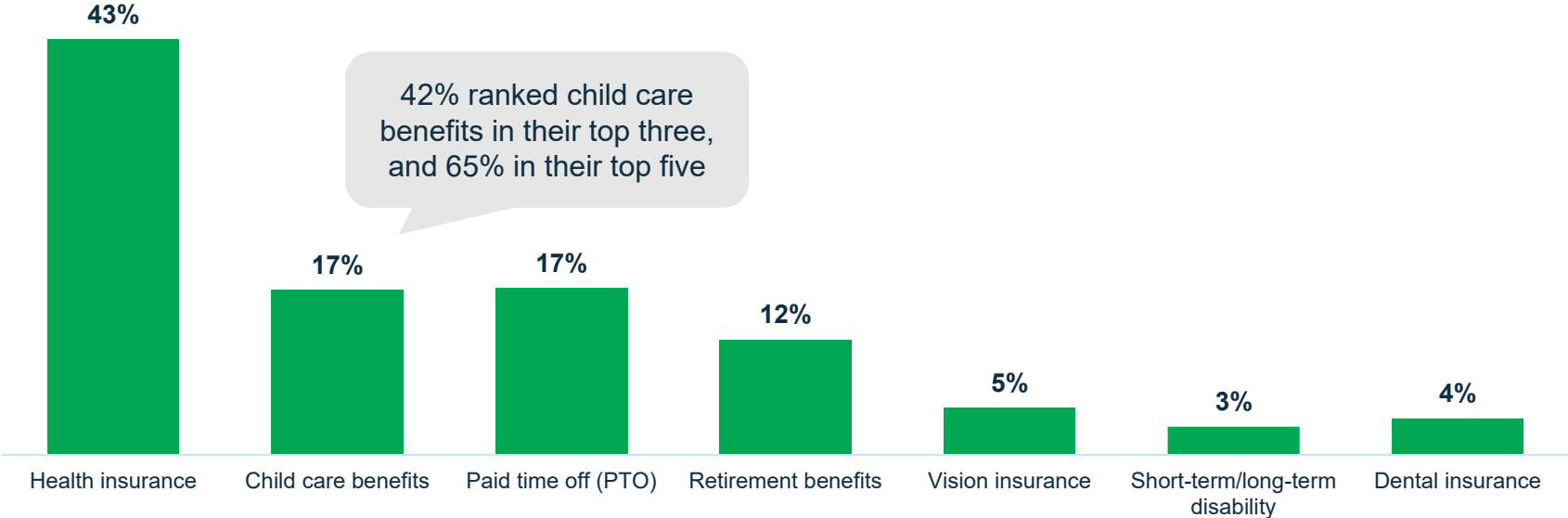
Of school-age parents
believe there is a disconnect
between employers and
childcare support

-5% from 2020[^]



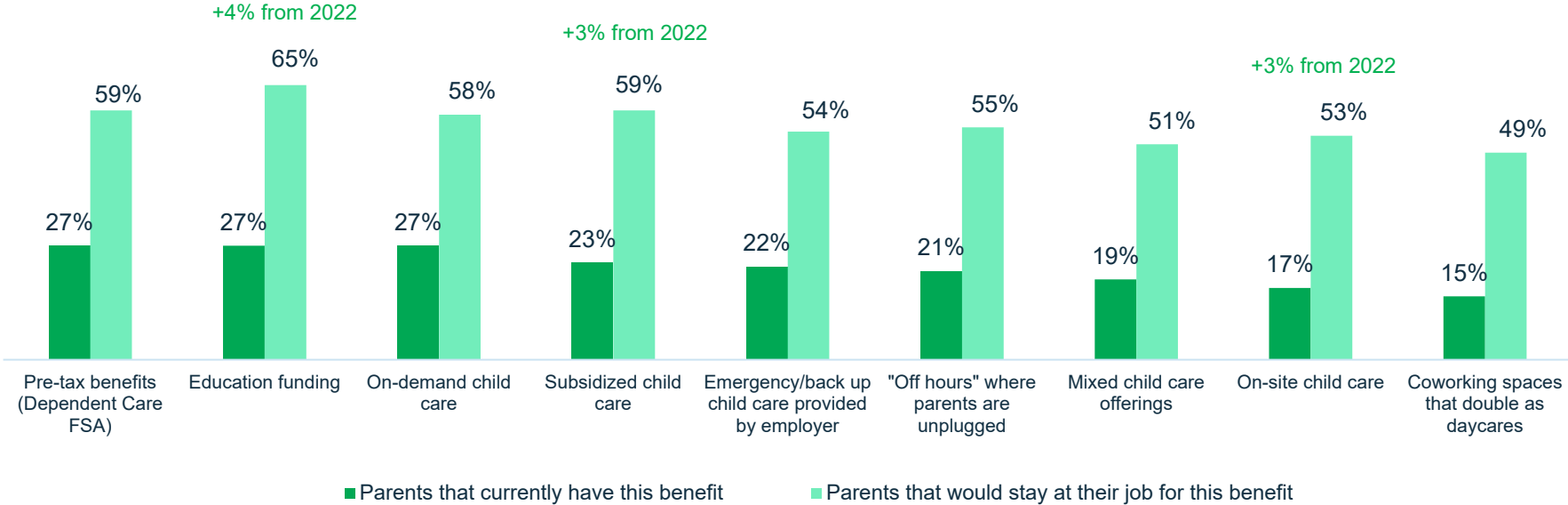
Child care benefits are second to health insurance in retaining employees

Percentage of school-age parents who ranked benefits #1 most important in staying at current job



Over half of school-age parents would stay in their current jobs if any of the following childcare benefits were offered to them

Top childcare policies / benefits offered by current employer



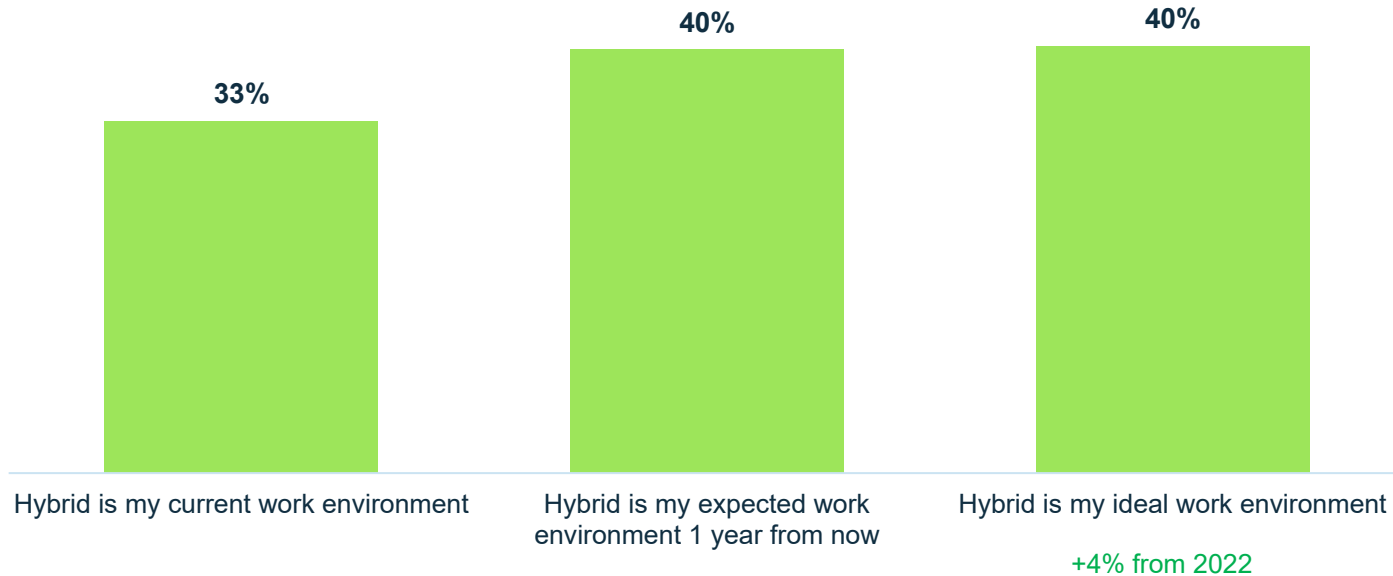
Working parents want employers to offset the cost of child care

66%

Of school-age parents believe employers should offset the cost of childcare for their employees



Hybrid work is here to stay



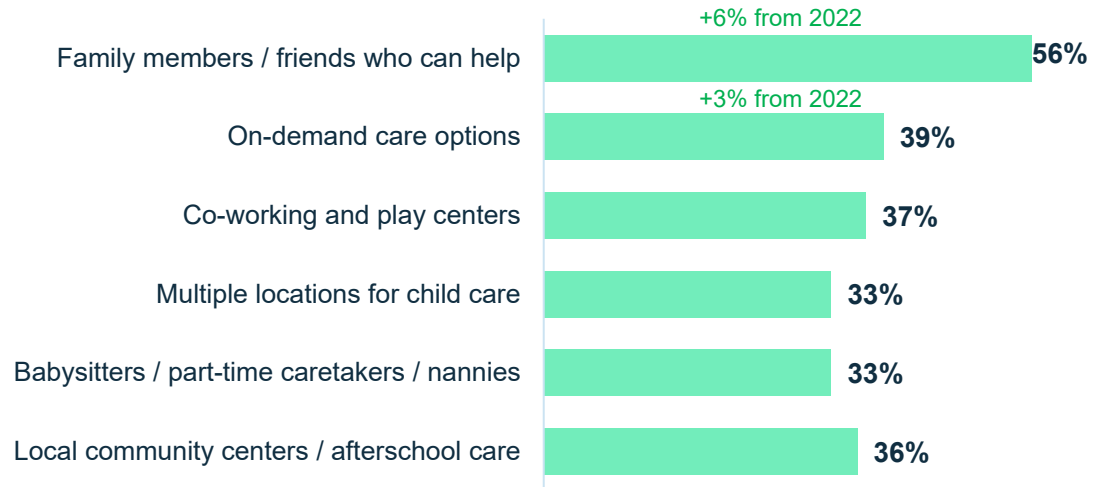
Hybrid work is changing child care needs



+4% from 2022

Of school-age parents feel that hybrid work has or will change their childcare needs

Needs that have resulted from hybrid work





Parents are leveraging work flexibility to be present in children's lives

66%

Of school-age parents are able to more involved in their child's life because their modern work schedule is more flexible

+7% from 2020[^]

67%

Of school-age parents agree that having enough time to spend with their children boosts their parenting confidence

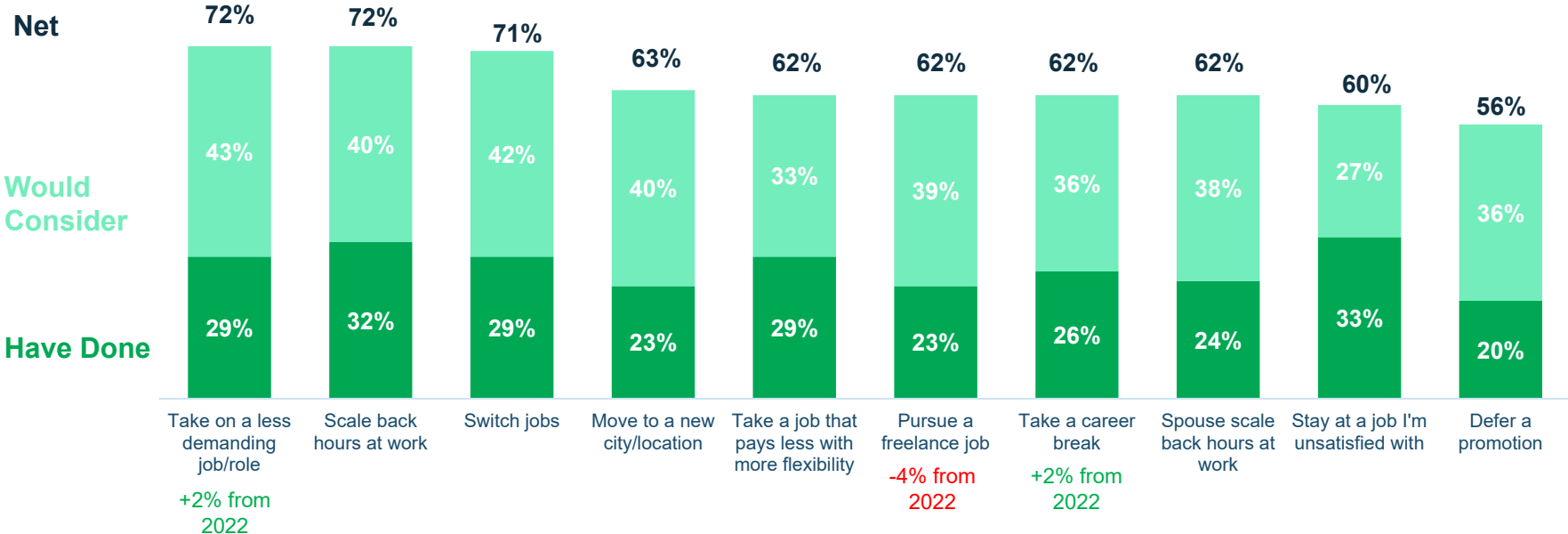
+2% from 2022

+4% from 2019



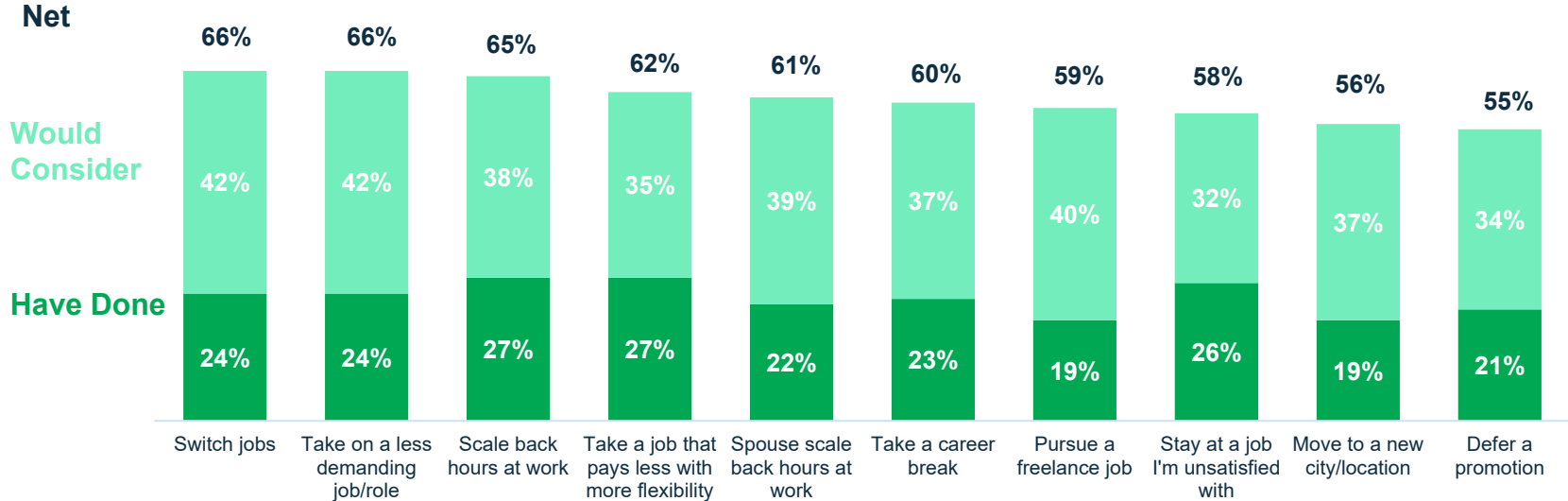
Parents would rework professional lives to be more available for their children

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



Parents would make career changes to improve child care access

Have you ever or would you consider doing any of the following because it is too difficult or expensive to find child care?



School-Age Parent Confidence & The Future of Education



Parents are prioritizing their children's mental health



85% believe it's important that children are raised with social emotional skills



81% believe that just like physical health, mental health needs to be a part of the school curriculum



78% believe they have made an effort to teach their children about mental health coping skills and strategies

Parents value kindness and cross-cultural understanding



86% believe it's important that children learn to treat others the way they want to be treated



84% believe kindness should be a core value in the way we educate children



82% believe it's important that their children learn and play with children from different backgrounds than theirs

School-Age Parent Confidence & The Cost & Mental Burden of Child Care



Child care is pervasive stressor for school-age parents



61%

believe being a parent means constantly thinking about child care gaps



56%

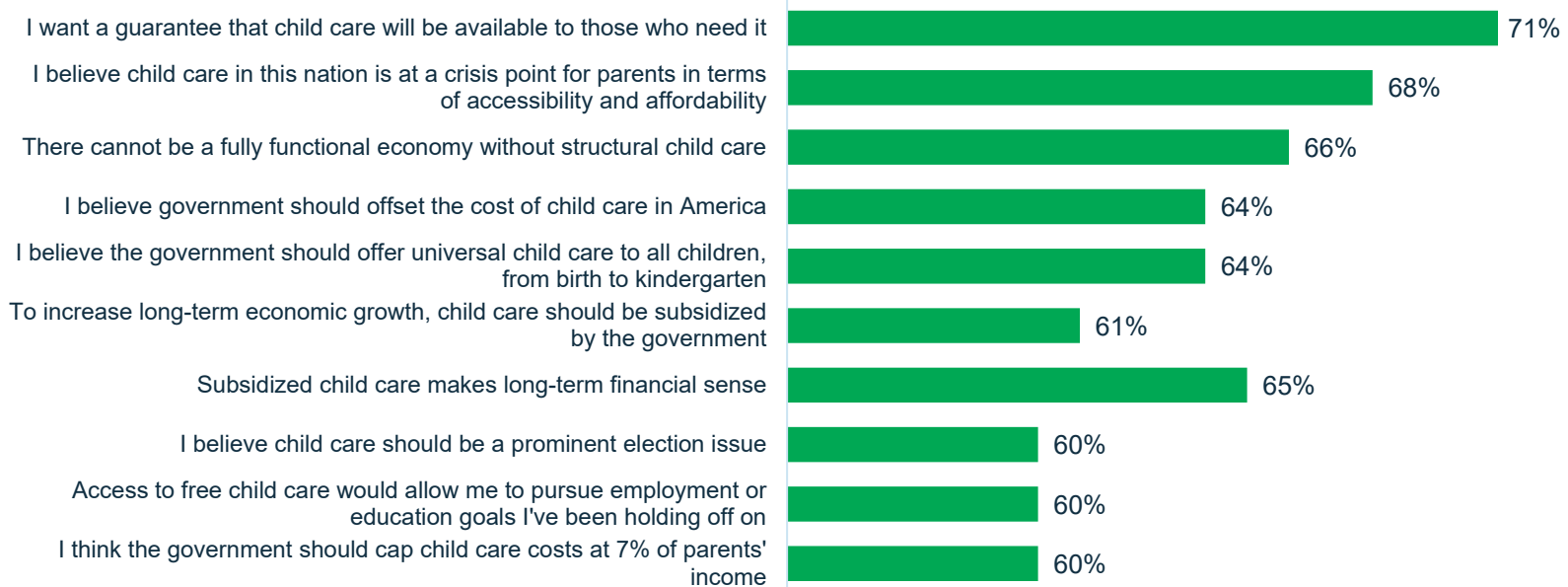
believe that if they had consistent access to high-quality child care coverage, they would be able to be more present as a parent with their children



46%

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

Parents continue to expect the government to step up



Methodology

This survey was conducted online within the United States by The Harris Poll on behalf of KinderCare from November 11, 2022, to November 17, 2022. This presentation only includes data from the 949 parents with children age 6-12. The total sample was among 2,002 parents with children age 12 and younger. 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=110)
- White (n=674)
- Hispanic (n=105)
- Asian (n=39)
- BIPOC (n=275)

Age

- Older Children (over 5) (n=949)

Gender

- Women (n=554)
- Men (n=390)
- Other/prefer not to say (n=8)

Primary child care

- Daycare/preschool (n=124)
- Nanny (n=97)
- Stay at home (n=350)
- Work from home (n=242)
- Family/friends (n=300)
- After school programs (n=292)

Industry

- Education (n=60)
- Finance (n=70)
- Healthcare (n=96)
- Tech (n=66)
- Academia (n=6)
- Other industry (n=422)

Work status

- Working parents (n=720)
- Employed full time (n=638)
- Employed part time (n=82)

