

# The Evolving Needs of Working Parents

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Learn how child care bolsters parent confidence at home and on the job.

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**The Harris Poll**  
Harris Insights & Analytics LLC, A Stagwell Company



## What's at the center of a thriving workplace culture? Confident parents.

As early childhood educators, providing care for families of all kinds is at the center of everything we do. And to do our jobs best, we're constantly seeking new understanding of issues that rest at the heart of today's families—in and out of the workforce.

That's why we partner with The Harris Poll each year to gather insights into how parents in America feel. This year, we surveyed more than 2,800 parents with children ages 12 and younger. What did we hear?

**Parents told us they're juggling jobs while doing the work that matters most to them: raising the next generation. And their expectations about how employers can (and should) show up for them have evolved.**



**Together, we can offer working parents a solution that benefits them and the places they work. And it all connects to confidence.**





# Listening to Parents

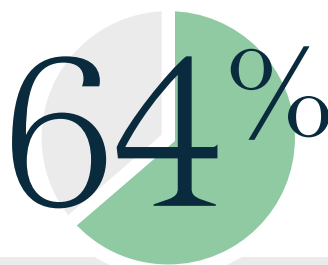
The pandemic pushed child care to the top of parents' agendas. They still believe in their own caregiving skills, but the rise of hybrid work models has changed the way they approach family life. They're benefiting from flexible work environments but even those who work from home still need child care. **And while they're spending more quality time with their kids, they're struggling with stress when child care needs arise.**

# Confidence is a complement to work.

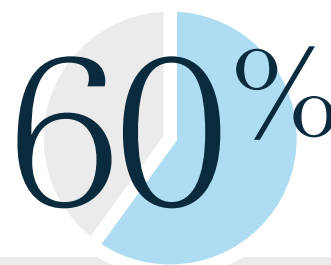
When working parents don't have child care, they lose confidence in their ability to bring their best selves to work. If employers want to boost engagement at work, they've got to offer employees a reliable child care option that relieves them from the mental load of managing their children's care during the workday.

## What weakens their confidence? A lack of child care support.

The majority of parents agree that having access to quality child care allows them to excel at work while also being more present as a parent.



believe being a parent means they're constantly thinking about child care gaps.



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



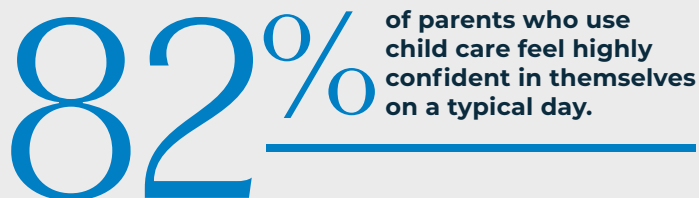
## What boosts their confidence? Full-time work with child care support in place.

Safe, reliable support has a ripple effect on their confidence as parents and professionals. The positive impacts are felt at home, on the job, and in the world.

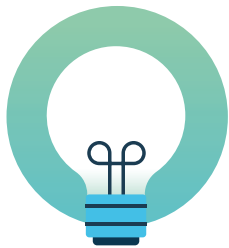
Being employed full-time gives a significant boost to self-confidence.

81% full-time

64% part-time







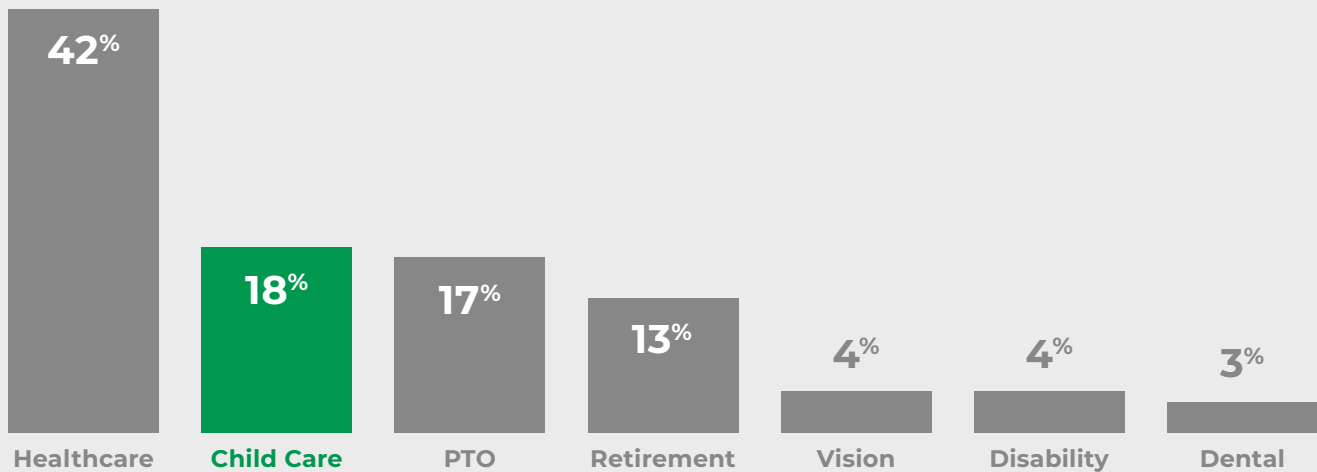
# Evolving Expectations in the Workplace

Workplace benefits alleviate certain pressures of life for employees and make employers more attractive. And employers can sweeten their benefits packages to provide family-friendly options such as health insurance, flexible hours or work arrangements, fertility coverage, and parental leave.

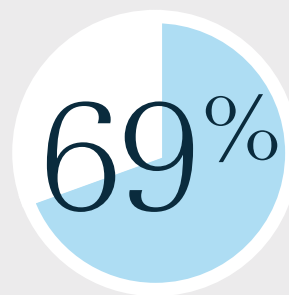
**It's a wonderful thing to help professionals become parents. But once a child joins the family and needs daily loving care and education, employers fall short in offering ongoing support.**



**After healthcare, child care is the #1 employer-sponsored benefit that keeps parents at their jobs.**



Employer-sponsored child care benefits are so appealing that parents are seeking jobs that provide them, and leaving ones that don't. Even more than paid vacation time, disability insurance, dental insurance, or retirement plans, employees say child care benefits are a critical deciding factor in whether or not they keep their job.

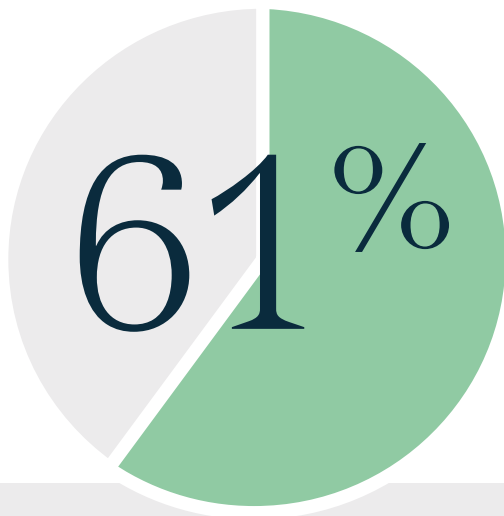


ranked child care benefits in their **top five** most important benefits in their compensation package.

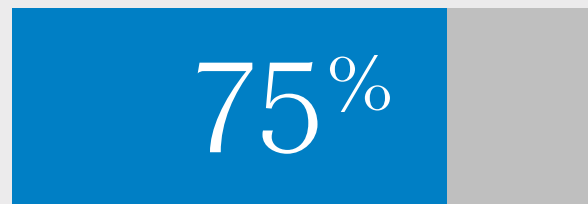


# Work has changed, and families expect employers to keep up.

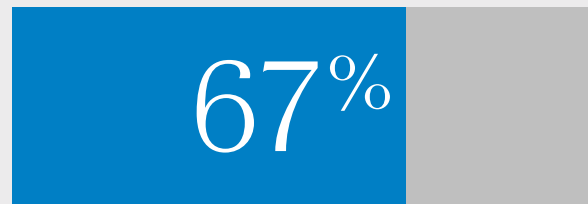
One-third of Americans are raising children under the age of 14.\* That’s approximately **50 million people** who contribute to our nation’s workforce. And with the rising cost of living—including the cost of high-quality child care—parents are looking for affordable ways to integrate work and family. So, it’s no surprise that when parents need outside help integrating work and family, they look to their employer for support.



**of parents feel there is a disconnect between employers and child care support.**



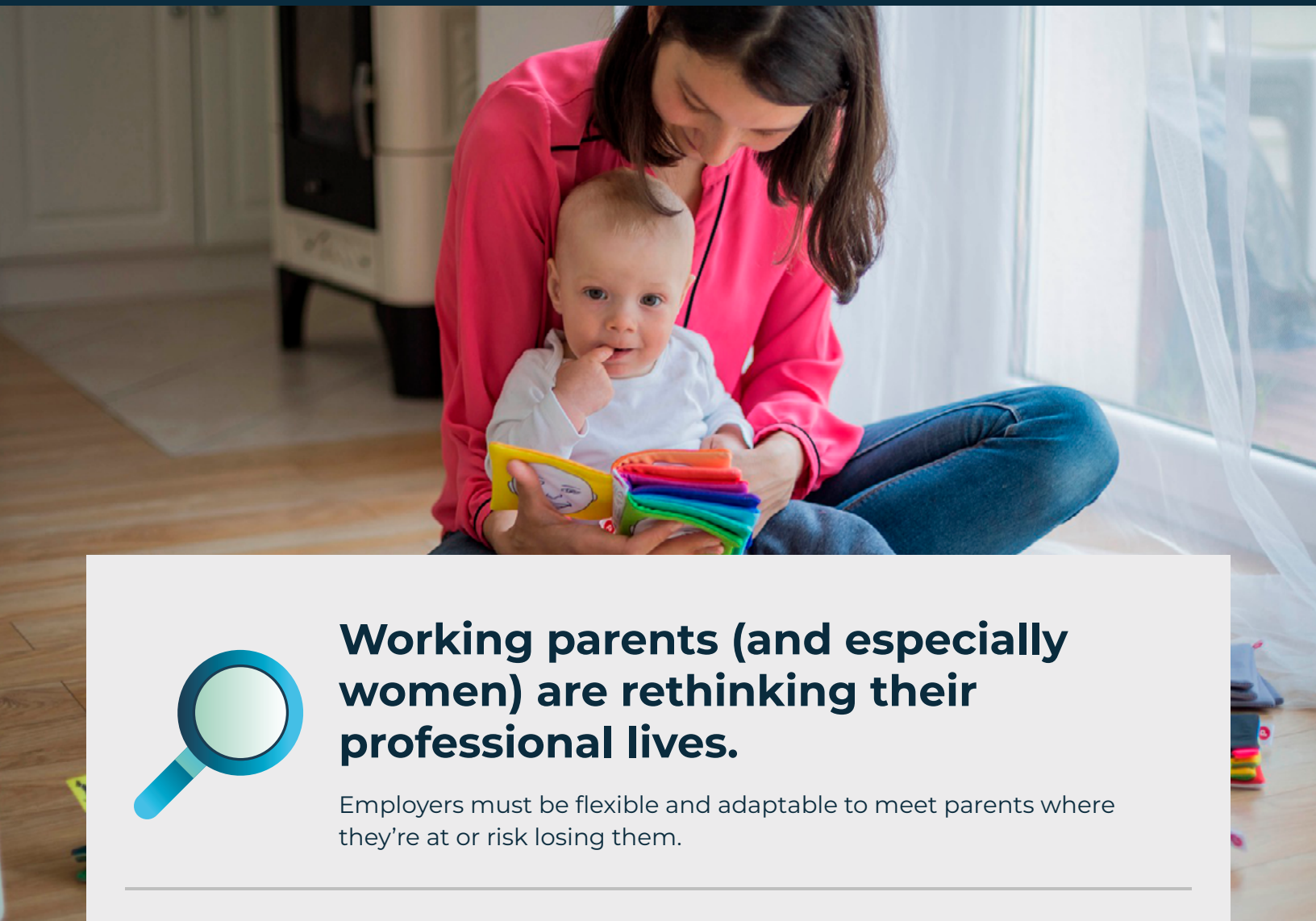
feel hybrid work has or will change their child care needs.



believe employers should offset the cost of child care for their employees.\*\*

\*SOURCE [https://bfi.uchicago.edu/wp-content/uploads/BFI\\_WP\\_202046.pdf](https://bfi.uchicago.edu/wp-content/uploads/BFI_WP_202046.pdf)

\*\*+5% from 2020



## Working parents (and especially women) are rethinking their professional lives.

Employers must be flexible and adaptable to meet parents where they're at or risk losing them.

### Why do so many parents leave the workforce? The high cost of child care.

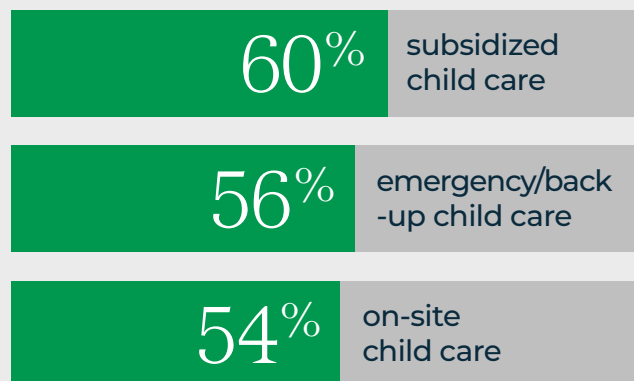
**69%** of working parents have or have considered switching jobs.

**67%** are taking on (or considering taking on) less demanding roles.

**65%** are scaling back (or considering scaling back) their hours at work.

### What child care benefits would keep parents in the jobs they love?

Over half of parents would stay in their current jobs if offered:







# Keep the people you've worked hard to recruit, and attract the talent you want.

Confident, focused, stress-free parents make for a much healthier workforce. Employers who understand this connection have a significant advantage in today's job market. By adding child care to your benefits package, everyone wins—employees get more confident because their child care worries are eased, and in turn, your workplace thrives.

## KinderCare Learning Companies for Employers

Flexible and Scalable Child Care Solutions for Any Workplace



### Tuition Benefit and Tuition Benefit+

Make the cost of child care more manageable by offering scalable savings on tuition (from 10-100%).

[Learn More](#)



### KinderCare At Work

Provide parents with a dedicated on-site or near-site child care center that fits your organization's culture.

[Learn More](#)



### Back-up Care

Offer a safety net by allocating a bank of days for drop-in (or planned) on-demand child care.

[Learn More](#)



### Priority Access

Help your employees gain automatic access to dedicated space in our programs.

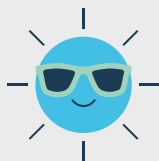
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### Before- and After-School Care

Support employees with child care solutions for elementary students before and after the school bell.

[Learn More](#)



### Champ Camp Breaktime Programs

When school breaks arrive, give your employees a boost with fun and educational child care programs.

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**The future we shape today is  
the future we share tomorrow.**

