



# CHILD CARE MARKET SURVEY ANALYSIS

JANUARY 2021



## BACKGROUND + METHODOLOGY

### BACKGROUND

The research conducted by Morning Consult on behalf of the Bipartisan Policy Center seeks to understand:

1. *Important factors that influence parents child care arrangement decisions*
2. *The child care arrangements used before and during COVID-19*
3. *Ideal child care arrangements before and during COVID-19*
4. *The impact of a COVID-19 vaccine on sending children back to a child care provider.*

### AUDIENCE

Survey respondents were screened on having a child at home under the age of 5.

***For simplicity, throughout the report, this audience is referenced as ‘parents.’***

### METHODOLOGY

The survey was conducted from December 11-16 2020 among a national sample of 1,500 parents with children under the age of 5. The interviews were conducted online and the data weighted to approximate a target sample of parents with children under the age of 5 based on age, gender, educational attainment, race, ethnicity, and region. Results from the full survey have a margin of error of plus or minus 3 percentage points.

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# MAXDIFF ANALYSIS

Maximum Difference Scaling (Max-Diff) is a discrete choice methodology which asks respondents to make a **series of forced choice responses about a larger list of like-type variables**. Through an experimental design and implementation we are able to mathematically assess the rank-ordering of these variables and, perhaps most importantly, assess the relative preference for each option.

Max-Diff data collection and analysis method is used to measure respondents' relative preferences for differing alternatives. Max-Diff measures statements competitively in a series of sets rather than individually in a list. **This allows us to see trends in individual respondent preferences and determine which items are truly more vs. less important by forcing trade-offs.**

Respondents were asked to rank the importance of the following factors when currently selecting a child care provider for their child(ren) under the age of 5:

1. Location of child care provider
2. Individualized attention provided to each child
3. Reviews/reputation of child care provider
4. Accreditation/licensing of child care provider
5. Quality caregivers and teachers
6. Safety/cleanliness/prevention of illness
7. Opportunities for cognitive development
8. Opportunities for social-emotional learning
9. Provider's values and principles
10. Flexible hours (early morning, night, and weekend care)
11. Cost of care
12. Bilingual educational opportunities
13. Diversity of children and teachers across race, ethnicity, and ability levels
14. Caregivers who look and/or sound like my family
15. Approaches to guidance and discipline of children

Please indicate which factor is **most important** in selecting a child care provider for your child(ren) under the age of 5 at this time, and which factor is **least important** in selecting a child care provider for your child(ren) under the age of 5 at this time.

MOST IMPORTANT		LEAST IMPORTANT
<input type="radio"/>	Opportunities for cognitive development	<input type="radio"/>
<input type="radio"/>	Location of child care provider	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Cost of care	<input type="radio"/>
<input type="radio"/>	Provider's values and principles	<input type="radio"/>
<input type="radio"/>	Quality of caregivers and teachers	<input type="radio"/>

## MaxDiff Findings

- 1 Safety/cleanliness/prevention of illness is the most important factor to parents when selecting a child care provider for their youngest child during COVID-19, followed by quality caregivers and teachers, accreditation, reviews/reputation, and individualized attention.

  - Safety/cleanliness/prevention of illness is estimated to be three times as important to parents as the average variable.
  - Quality of caregivers is estimated to be twice as important as the average variable.
- 2 On the other hand, diversity of children and teachers across race, ethnicity, and ability levels, caregivers who look and/or sound like their family, location of provider, and bilingual educational opportunities were the least important factors when selecting a care provider during COVID-19.

  - These factors were estimated to be half as important as average.
- 3 The importance of cost of care varies across demographic groups.

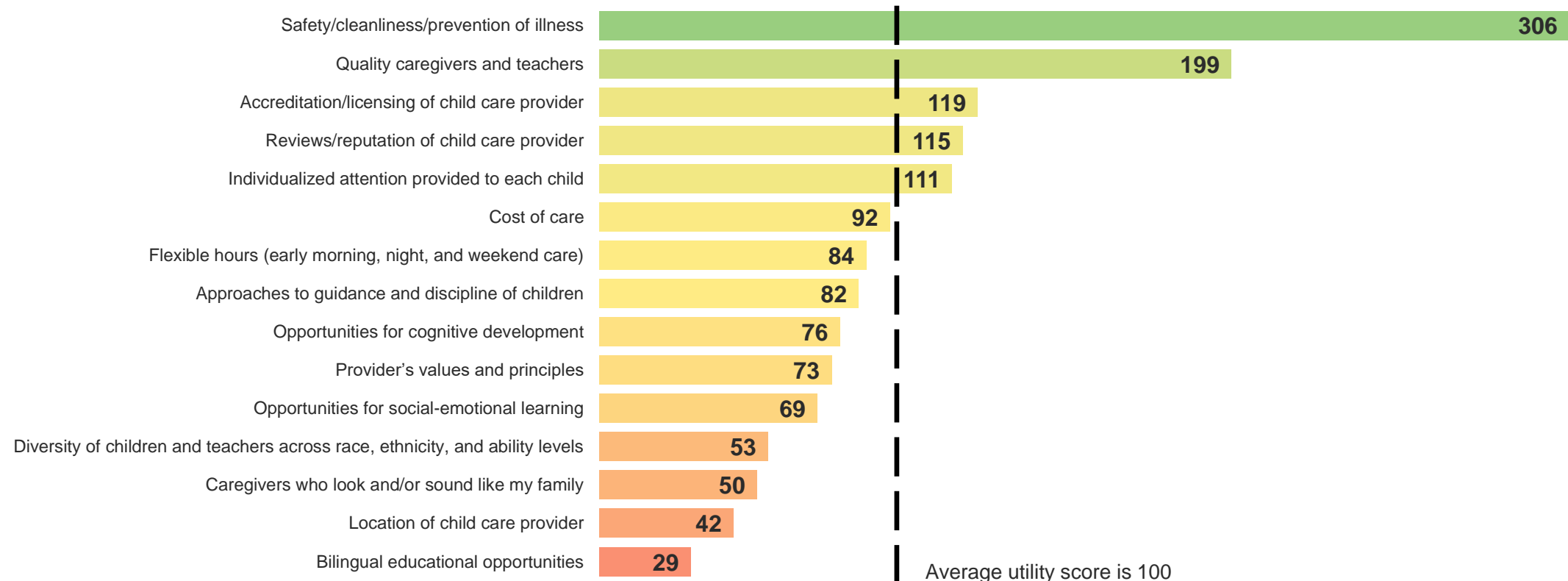
  - Parents with an annual income under \$50k, a lower level of education, parents in rural communities, and parents who live in the Midwest place more importance on the cost of care when selecting a child care provider during COVID-19.

## MAXDIFF ANALYSIS

Safety/cleanliness/prevention of illness is the most important factor to parents when selecting a child care provider during COVID-19, followed by quality caregivers and teachers, accreditation of provider, reviews/reputation of provider, and individualized attention provided to each child.

Please indicate which factor is **most important** in selecting a child care provider for your child(ren) under the age of 5 **at this time**, and which factor is **least important** in selecting a child care provider for your child(ren) under the age of 5 **at this time**.

Average MaxDiff Utility Scores for various attributes (relative preference of each item); if an attribute has a score of 100, parents of young children are equally as likely to say that's the most important attribute; a score of 200 means they will select it twice as often as average, a score of 50 means they will select it half as often as average.



## MAXDIFF ANALYSIS

While safety/cleanliness/prevention is the most important factor to men and women, it is more important to women than it is to men when selecting a care provider.

### Average Utility Score Across Gender

	Parents	Gender: Male	Gender: Female
Average utility score			
Safety/cleanliness/prevention of illness	306	267	340
Quality caregivers and teachers	199	191	207
Accreditation/licensing of child care provider	119	113	125
Reviews/reputation of child care provider	115	109	119
Individualized attention provided to each child	111	112	111
Cost of care	92	91	93
Flexible hours (early morning, night, and weekend care)	84	96	74
Approaches to guidance and discipline of children	82	83	81
Opportunities for cognitive development	76	76	76
Provider's values and principles	73	76	71
Opportunities for social-emotional learning	69	72	66
Diversity of children and teachers across race, ethnicity, and ability levels	53	63	45
Caregivers who look and/or sound like my family	50	60	41
Location of child care provider	42	55	32
Bilingual educational opportunities	29	37	22

## MAXDIFF ANALYSIS

Quality caregivers and teachers is a top factor for parents of all ages, but is especially important to parents 45 and older.

Average Utility Score Across Age of Parent

	Parents	Age: 18-34	Age: 35-44	Age: 45-64
<b>Safety/cleanliness/prevention of illness</b>	306	299	312	324
<b>Quality caregivers and teachers</b>	199	199	194	233
<b>Accreditation/licensing of child care provider</b>	119	128	107	115
<b>Reviews/reputation of child care provider</b>	115	121	105	117
<b>Individualized attention provided to each child</b>	111	108	115	120
<b>Cost of care</b>	92	88	97	87
<b>Flexible hours (early morning, night, and weekend care)</b>	84	84	88	61
<b>Approaches to guidance and discipline of children</b>	82	86	77	71
<b>Opportunities for cognitive development</b>	76	74	79	73
<b>Provider's values and principles</b>	73	73	73	78
<b>Opportunities for social-emotional learning</b>	69	67	72	67
<b>Diversity of children and teachers across race, ethnicity, and ability levels</b>	53	57	50	45
<b>Caregivers who look and/or sound like my family</b>	50	46	54	56
<b>Location of child care provider</b>	42	40	47	36
<b>Bilingual educational opportunities</b>	29	30	30	18

Average utility score



## MAXDIFF ANALYSIS

Parents with an income under \$100k are more likely than parents with an income over \$100k to say cost of care is an important factor when selecting a child care provider.

Average Utility Score Across Income Level

	Parents	Income: Under 50k	Income: 50k-100k	Income: 100k+
Safety/cleanliness/prevention of illness	306	331	295	257
Quality caregivers and teachers	199	196	206	198
Accreditation/licensing of child care provider	119	121	121	112
Reviews/reputation of child care provider	115	119	114	105
Individualized attention provided to each child	111	105	114	123
<b>Cost of care</b>	92	102	93	62
Flexible hours (early morning, night, and weekend care)	84	85	88	78
Approaches to guidance and discipline of children	82	85	75	84
Opportunities for cognitive development	76	71	77	87
Provider's values and principles	73	70	74	82
Opportunities for social-emotional learning	69	65	67	81
Diversity of children and teachers across race, ethnicity, and ability levels	53	47	55	66
Caregivers who look and/or sound like my family	50	40	50	75
Location of child care provider	42	37	45	51
Bilingual educational opportunities	29	24	27	42

Average utility score

MAXDIFF ANALYSIS

Parents with a lower level of education place higher importance on cost of care than parents with a post-grad degree.

Average Utility Score Across Education Level

	Parents	Educ: < College	Educ: Bachelors degree	Educ: Post-grad
Safety/cleanliness/prevention of illness	306	331	269	266
Quality caregivers and teachers	199	203	200	186
Accreditation/licensing of child care provider	119	127	117	99
Reviews/reputation of child care provider	115	124	101	99
Individualized attention provided to each child	111	105	121	121
<b>Cost of care</b>	92	101	95	59
Flexible hours (early morning, night, and weekend care)	84	81	87	89
Approaches to guidance and discipline of children	82	82	79	85
Opportunities for cognitive development	76	69	85	87
Provider's values and principles	73	70	79	77
Opportunities for social-emotional learning	69	63	71	82
Diversity of children and teachers across race, ethnicity, and ability levels	53	44	60	74
Caregivers who look and/or sound like my family	50	40	48	80
Location of child care provider	42	36	50	55
Bilingual educational opportunities	29	24	36	38

Average utility score

## MAXDIFF ANALYSIS

Suburban and rural parents place higher importance on reviews/reputation of a child care provider than parents in urban communities.

### Average Utility Score Across Community Type

	Parents	Community: Urban	Community: Suburban	Community: Rural
Safety/cleanliness/prevention of illness	306	277	328	323
Quality caregivers and teachers	199	180	215	210
Accreditation/licensing of child care provider	119	106	133	121
Reviews/reputation of child care provider	115	100	130	118
Individualized attention provided to each child	111	112	110	110
Cost of care	92	85	89	108
Flexible hours (early morning, night, and weekend care)	84	94	70	88
Approaches to guidance and discipline of children	82	88	75	81
Opportunities for cognitive development	76	79	77	68
Provider's values and principles	73	77	70	72
Opportunities for social-emotional learning	69	81	61	58
Diversity of children and teachers across race, ethnicity, and ability levels	53	71	42	37
Caregivers who look and/or sound like my family	50	61	39	45
Location of child care provider	42	50	38	36
Bilingual educational opportunities	29	39	22	22

Average utility score

## MAXDIFF ANALYSIS

Parents in rural communities place higher importance on cost of care than parents in urban and suburban communities.

### Average Utility Score Across Community Type

	Parents	Community: Urban	Community: Suburban	Community: Rural
Safety/cleanliness/prevention of illness	306	277	328	323
Quality caregivers and teachers	199	180	215	210
Accreditation/licensing of child care provider	119	106	133	121
Reviews/reputation of child care provider	115	100	130	118
Individualized attention provided to each child	111	112	110	110
<b>Cost of care</b>	92	85	89	108
Flexible hours (early morning, night, and weekend care)	84	94	70	88
Approaches to guidance and discipline of children	82	88	75	81
Opportunities for cognitive development	76	79	77	68
Provider's values and principles	73	77	70	72
Opportunities for social-emotional learning	69	81	61	58
Diversity of children and teachers across race, ethnicity, and ability levels	53	71	42	37
Caregivers who look and/or sound like my family	50	61	39	45
Location of child care provider	42	50	38	36
Bilingual educational opportunities	29	39	22	22

Average utility score

## MAXDIFF ANALYSIS

Although a less important factor, a child care provider having opportunities for social-emotional learning is more important to urban parents than parents in suburban and rural communities.

### Average Utility Score Across Community Type

	Parents	Community: Urban	Community: Suburban	Community: Rural
Safety/cleanliness/prevention of illness	306	277	328	323
Quality caregivers and teachers	199	180	215	210
Accreditation/licensing of child care provider	119	106	133	121
Reviews/reputation of child care provider	115	100	130	118
Individualized attention provided to each child	111	112	110	110
Cost of care	92	85	89	108
Flexible hours (early morning, night, and weekend care)	84	94	70	88
Approaches to guidance and discipline of children	82	88	75	81
Opportunities for cognitive development	76	79	77	68
Provider's values and principles	73	77	70	72
Opportunities for social-emotional learning	69	81	61	58
Diversity of children and teachers across race, ethnicity, and ability levels	53	71	42	37
Caregivers who look and/or sound like my family	50	61	39	45
Location of child care provider	42	50	38	36
Bilingual educational opportunities	29	39	22	22

Average utility score

MAXDIFF ANALYSIS

Hispanic parents place more importance on reviews/reputation of child care provider in comparison to parents of other racial and ethnic groups.

Average Utility Score Across Racial and Ethnic Group

	Parents	Ethnicity: White	Ethnicity: Hispanic	Ethnicity: Black/Other
Safety/cleanliness/prevention of illness	306	311	272	326
Quality caregivers and teachers	199	214	169	187
Accreditation/licensing of child care provider	119	113	132	124
Reviews/reputation of child care provider	115	105	143	114
Individualized attention provided to each child	111	114	99	115
Cost of care	92	99	81	79
Flexible hours (early morning, night, and weekend care)	84	85	89	77
Approaches to guidance and discipline of children	82	79	89	84
Opportunities for cognitive development	76	74	76	82
Provider's values and principles	73	71	76	78
Opportunities for social-emotional learning	69	66	76	71
Diversity of children and teachers across race, ethnicity, and ability levels	53	52	56	56
Caregivers who look and/or sound like my family	50	51	53	43
Location of child care provider	42	42	50	34
Bilingual educational opportunities	29	25	39	29

Average utility score

## MAXDIFF ANALYSIS

Cost of care is a particularly important factor to parents in the Midwest when selecting a child care provider for their youngest child.

### Average Utility Score Across Region

	Parents	4-Region: Northeast	4-Region: Midwest	4-Region: South	4-Region: West
Safety/cleanliness/prevention of illness	306	280	321	328	276
Quality caregivers and teachers	199	172	200	205	208
Accreditation/licensing of child care provider	119	108	134	127	102
Reviews/reputation of child care provider	115	100	122	111	122
Individualized attention provided to each child	111	117	105	114	109
<b>Cost of care</b>	92	72	114	88	90
Flexible hours (early morning, night, and weekend care)	84	97	87	79	81
Approaches to guidance and discipline of children	82	83	76	81	88
Opportunities for cognitive development	76	80	66	74	84
Provider's values and principles	73	73	68	73	79
Opportunities for social-emotional learning	69	79	63	62	77
Diversity of children and teachers across race, ethnicity, and ability levels	53	63	43	49	63
Caregivers who look and/or sound like my family	50	82	42	42	48
Location of child care provider	42	56	36	44	36
Bilingual educational opportunities	29	39	22	23	37

Average utility score

## MAXDIFF ANALYSIS

Although a less important factor, a child care provider having caregivers who look and/or sound like their family is more important to parents in the Northeast than parents in other regions.

### Average Utility Score Across Region

	Parents	4-Region: Northeast	4-Region: Midwest	4-Region: South	4-Region: West
Safety/cleanliness/prevention of illness	306	280	321	328	276
Quality caregivers and teachers	199	172	200	205	208
Accreditation/licensing of child care provider	119	108	134	127	102
Reviews/reputation of child care provider	115	100	122	111	122
Individualized attention provided to each child	111	117	105	114	109
Cost of care	92	72	114	88	90
Flexible hours (early morning, night, and weekend care)	84	97	87	79	81
Approaches to guidance and discipline of children	82	83	76	81	88
Opportunities for cognitive development	76	80	66	74	84
Provider's values and principles	73	73	68	73	79
Opportunities for social-emotional learning	69	79	63	62	77
Diversity of children and teachers across race, ethnicity, and ability levels	53	63	43	49	63
Caregivers who look and/or sound like my family	50	82	42	42	48
Location of child care provider	42	56	36	44	36
Bilingual educational opportunities	29	39	22	23	37

Average utility score



## MAXDIFF ANALYSIS

Across age of parents' youngest child, safety/cleanliness/prevention of illness and quality caregivers and teachers are the most important factors when selecting a care provider during COVID-19.

**Average Utility Score Across Age of Youngest Child**

	Parents	Age of Youngest: < 1	Age of Youngest: 1	Age of Youngest: 2	Age of Youngest: 3	Age of Youngest: 4
<b>Safety/cleanliness/prevention of illness</b>	306	325	304	274	322	310
<b>Quality caregivers and teachers</b>	199	203	195	201	181	213
<b>Accreditation/licensing of child care provider</b>	119	124	119	124	115	115
<b>Reviews/reputation of child care provider</b>	115	113	114	126	117	105
<b>Individualized attention provided to each child</b>	111	111	116	112	99	115
<b>Cost of care</b>	92	93	89	103	83	90
<b>Flexible hours (early morning, night, and weekend care)</b>	84	78	80	87	84	93
<b>Approaches to guidance and discipline of children</b>	82	81	82	83	86	76
<b>Opportunities for cognitive development</b>	76	88	69	80	72	69
<b>Provider's values and principles</b>	73	68	73	81	75	69
<b>Opportunities for social-emotional learning</b>	69	62	72	76	67	65
<b>Diversity of children and teachers across race, ethnicity, and ability levels</b>	53	53	50	55	61	49
<b>Caregivers who look and/or sound like my family</b>	50	36	66	32	62	51
<b>Location of child care provider</b>	42	38	45	36	44	49
<b>Bilingual educational opportunities</b>	29	28	27	29	33	28

Average utility score

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Impact Of COVID-19 Vaccine On Child Care Arrangement

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Respondent Profile

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## Child Care Arrangements Before & During COVID-19

- 1** Whether parents were paying for child care in January 2020 differs significantly by income level.

  - Forty-five percent of parents were paying for child care entirely themselves in January 2020, while 39% did not pay for child care or receive government assistance for child care.
  - Parents with an income over \$75k are much more likely than parents of other income groups to be paying for child care entirely themselves.
- 2** The child care arrangement parents use for their youngest child were minimally impacted by COVID-19.

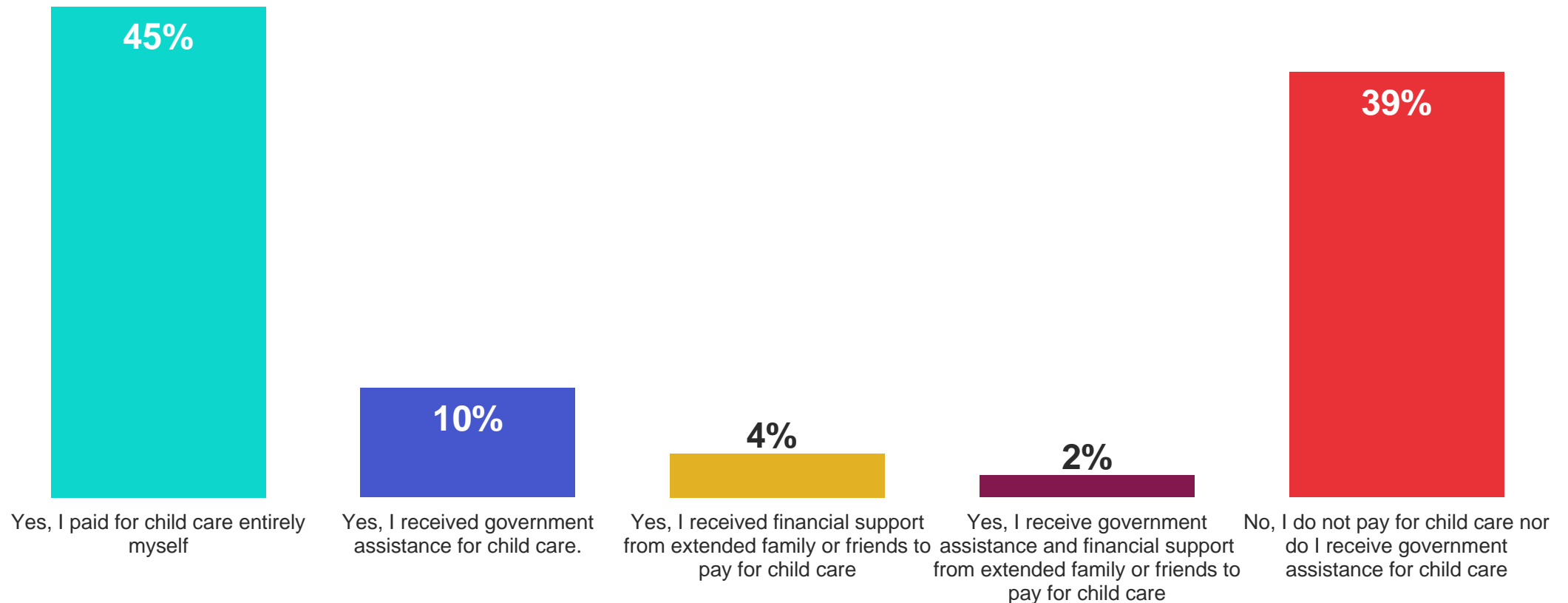
  - Excluding Head Start programs, a majority of parents are currently using the same child care arrangement they were using in January 2020.
  - Some key changes across demographic groups include parents across ethnicity groups providing care for their child at a higher rate in December 2020 than they did in January 2020. And, 2 in 5 parents currently provide care for their child under 1, a 7% increase from January 2020.
- 3** The type of child care arrangement used differs significantly across demographic groups. Some key differences include:

  - Parents with an income over \$75k are twice as likely as parents of other income levels to be using a child care center affiliated with a faith-based organization in January and December 2020.
  - Rural and suburban parents are much more likely than urban parents to personally provide care for their youngest child in January and December 2020.
  - Urban parents were more likely to rely on a child care center affiliated with a faith-based organization for their child care arrangement than suburban and rural parents in January and December 2020.

CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Forty-five percent of parents were paying for child care entirely themselves in January 2020, while 39% did not pay for child care or receive government assistance for child care.

Thinking back to January 2020, were you paying for child care for any of your children under the age of 5?

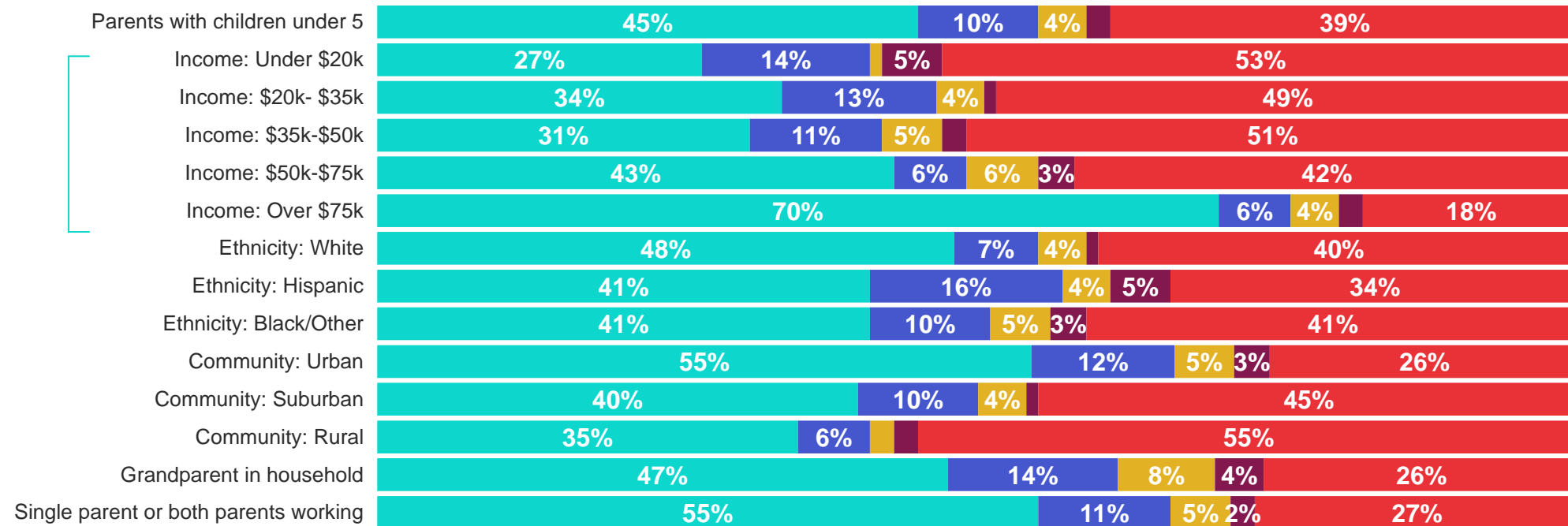


CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Parents with an income over \$75k are much more likely than parents of other income groups to be paying for child care entirely themselves.

Thinking back to January 2020, were you paying for child care for any of your children under the age of 5?

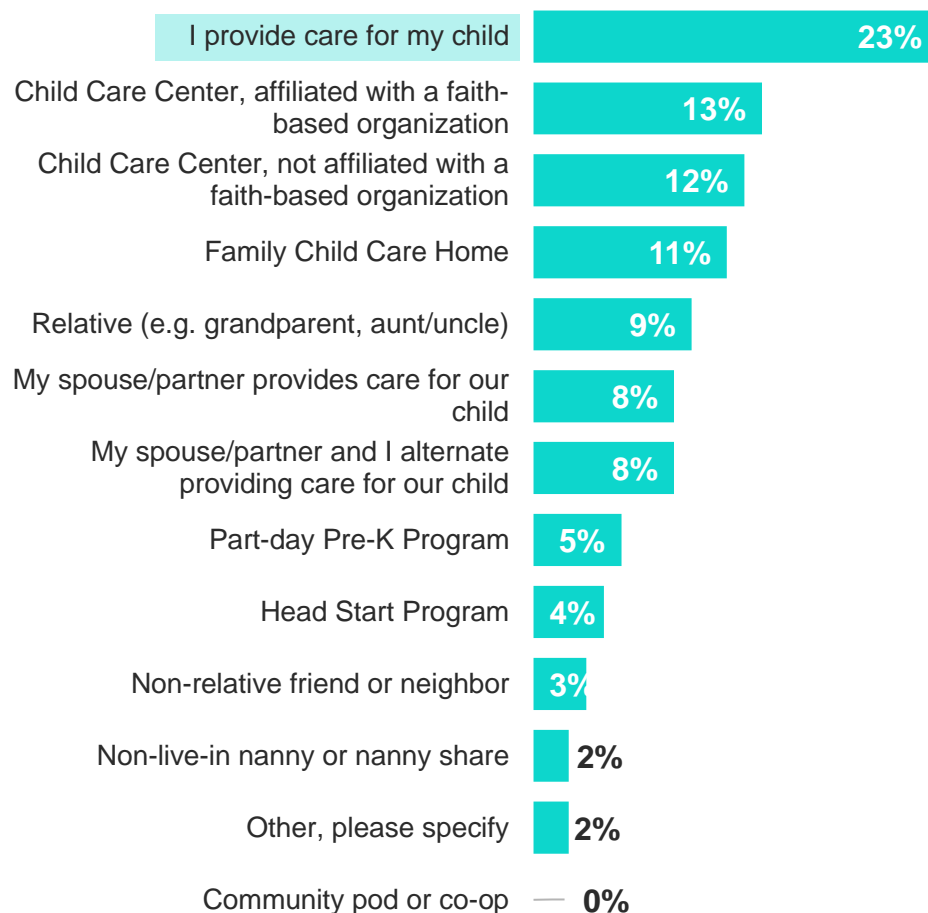
- Yes, I paid for child care entirely myself
- Yes, I received government assistance for child care.
- Yes, I received financial support from extended family or friends to pay for child care
- Yes, I receive government assistance and financial support from extended family or friends to pay for child care
- No, I do not pay for child care nor do I receive government assistance for child care



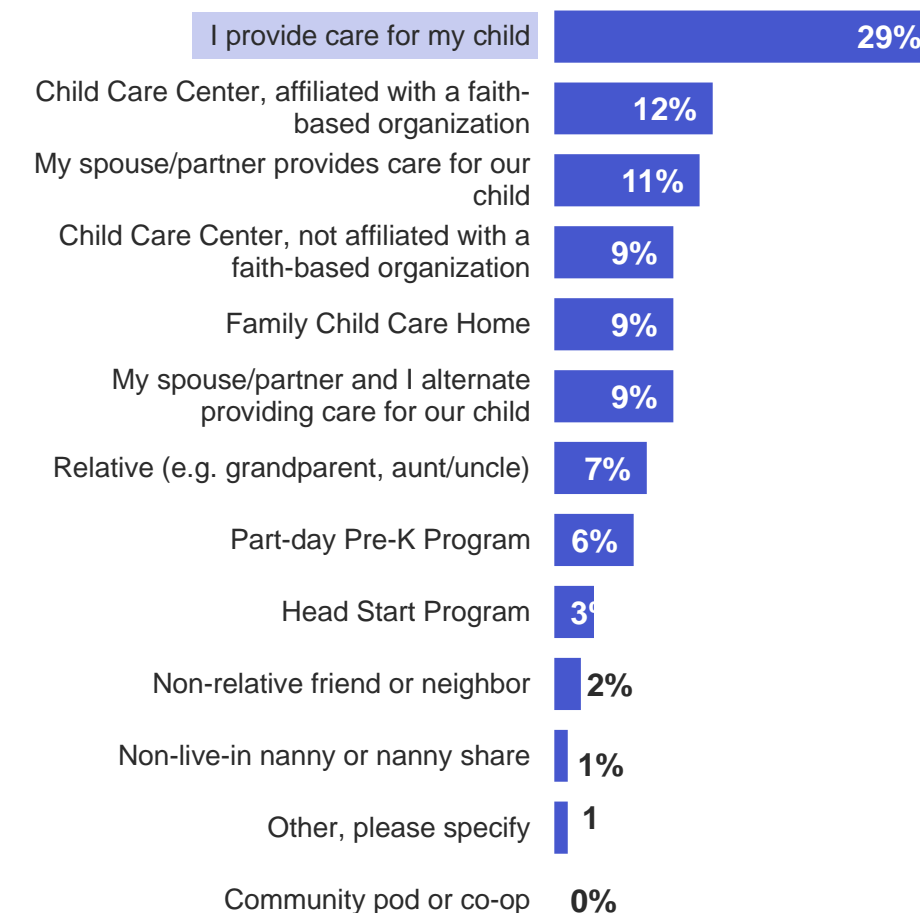
CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Parents with children under the age of 5 are 6% more likely to be providing child care themselves currently compared to January 2020.

Which of the following best describe the primary child care arrangement you used in **January 2020** for your youngest child?



Which of the following best describe the **current primary** child care arrangement for your youngest child?



## CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Excluding Head Start programs, a majority of parents are currently using the same child care provider they were using in January 2020.

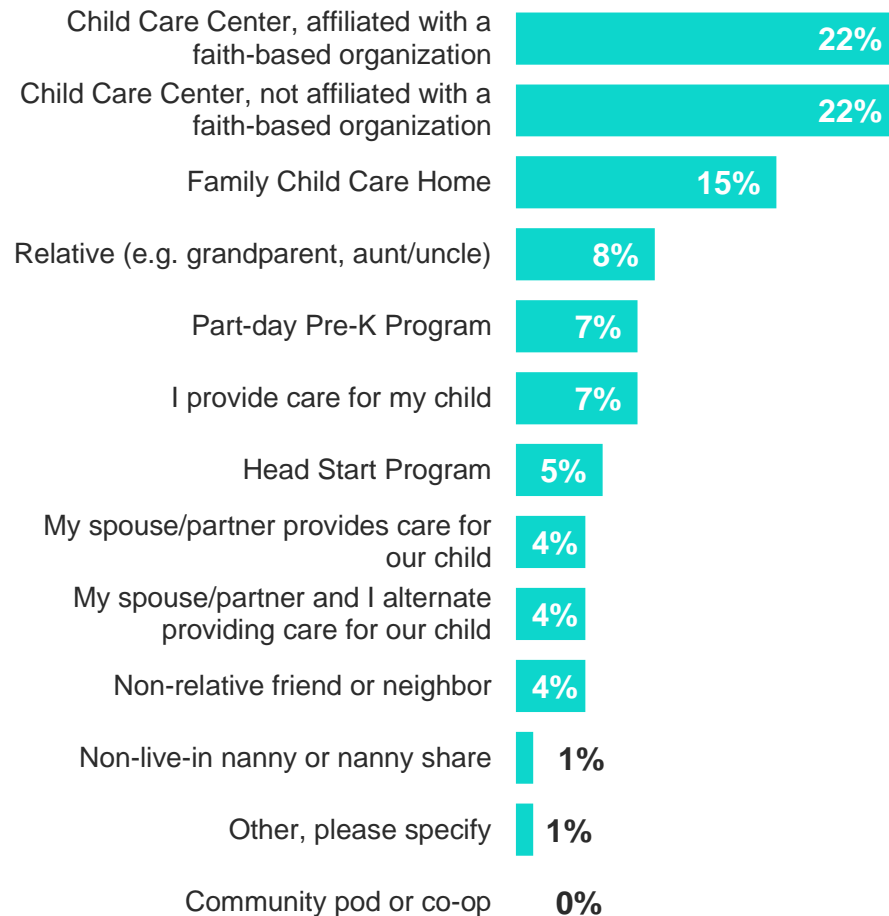
**Current Child Care Provider Among Those Who Were Using Provider In January 2020**

	January 2020 Child Care Provider	Child Care Center, affiliated with a faith-based organization	Child Care Center, not affiliated with a faith-based organization	Family Child Care Home	Part-day Pre-K Program	Relative (e.g. grandparent, aunt/uncle)	I provide care for my child	My spouse/partner provides care for our child	My spouse/partner and I alternate providing care for our child	Head Start Program
<i>Jan. 2020 Child Care Provider N Size</i>		197	184	162	81	131	345	114	123	61
<b>Current Child Care Provider</b>	Child Care Center, affiliated with a faith-based organization	75%	1%	3%	5%	1%	2%	0%	7%	9%
	Child Care Center, not affiliated with a faith-based organization	3%	60%	4%	1%	3%	0%	0%	1%	2%
	Family Child Care Home	4%	5%	60%	6%	1%	2%	3%	1%	8%
	Part-day Pre-K Program	5%	5%	1%	58%	2%	3%	0%	1%	1%
	Relative (e.g. grandparent, aunt/uncle)	2%	2%	3%	1%	61%	2%	2%	2%	5%
	I provide care for my child	7%	15%	16%	7%	20%	82%	11%	7%	16%
	My spouse/partner provides care for our child	2%	5%	5%	9%	4%	3%	70%	15%	10%
	My spouse/partner and I alternate providing care for our child	2%	5%	4%	3%	5%	4%	11%	62%	2%
	Head Start Program	0%	1%	3%	5%	1%	2%	2%	3%	44%

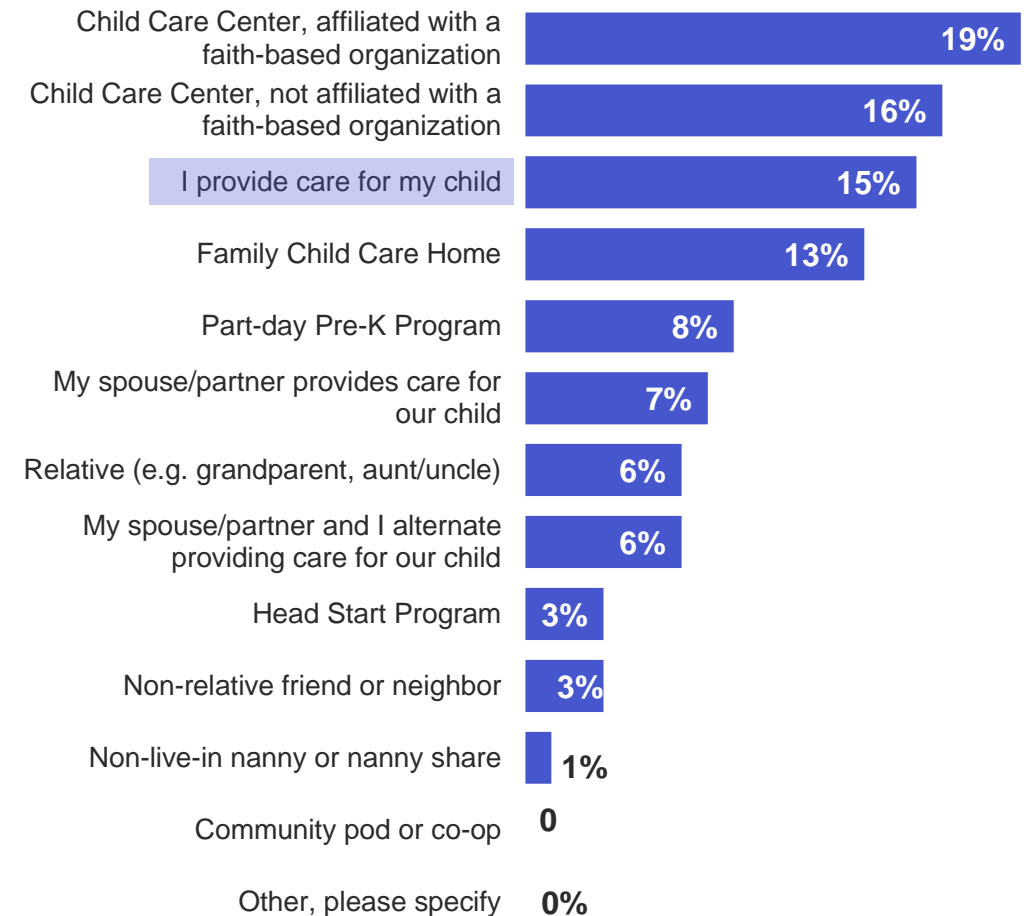
CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Among parents who were paying for child care in January, 15% are now providing care for their youngest child themselves.

Which of the following best describe the primary child care arrangement you used in **January 2020** for your youngest child?



Which of the following best describe the **current primary** child care arrangement for your youngest child?

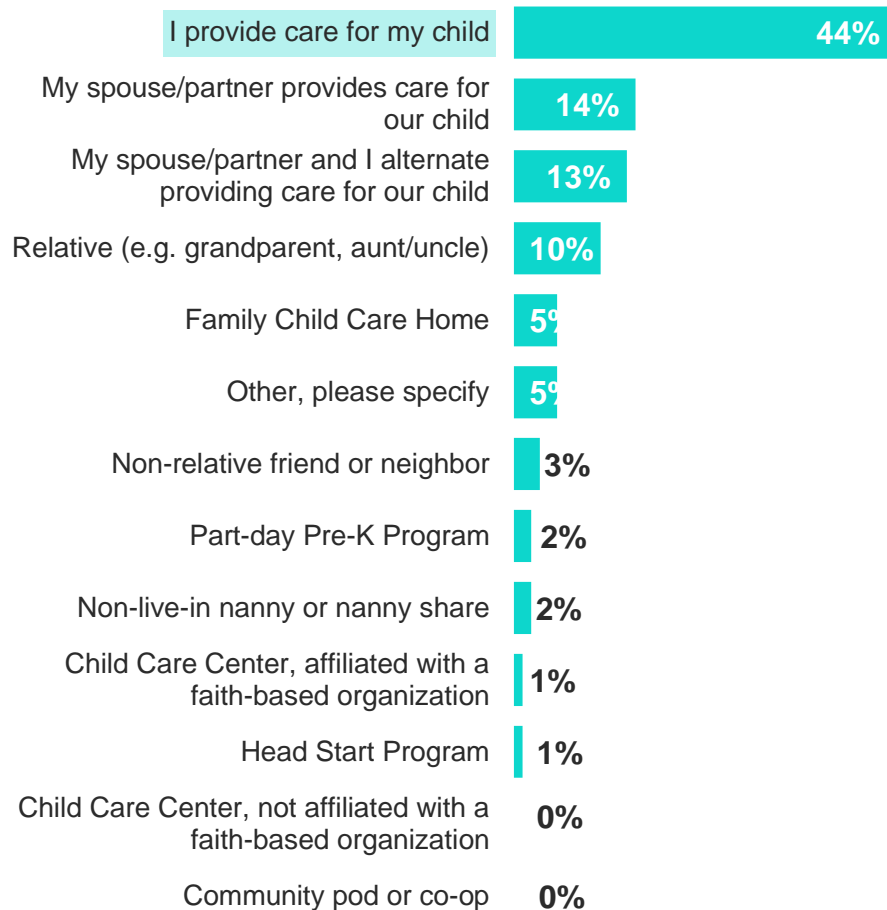




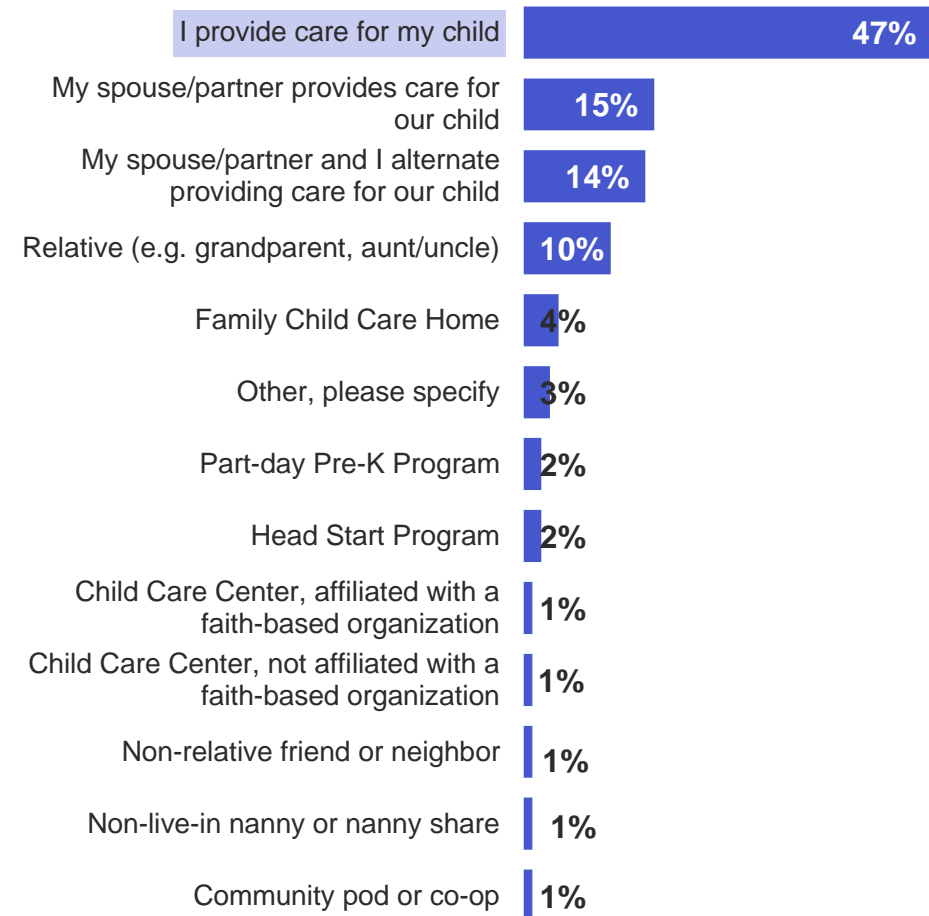
CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Among parents who were not paying for child care in January 2020, providing care themselves remains the primary child care arrangement.

Which of the following best describe the primary child care arrangement you used in **January 2020** for your youngest child?



Which of the following best describe the **current primary** child care arrangement for your youngest child?

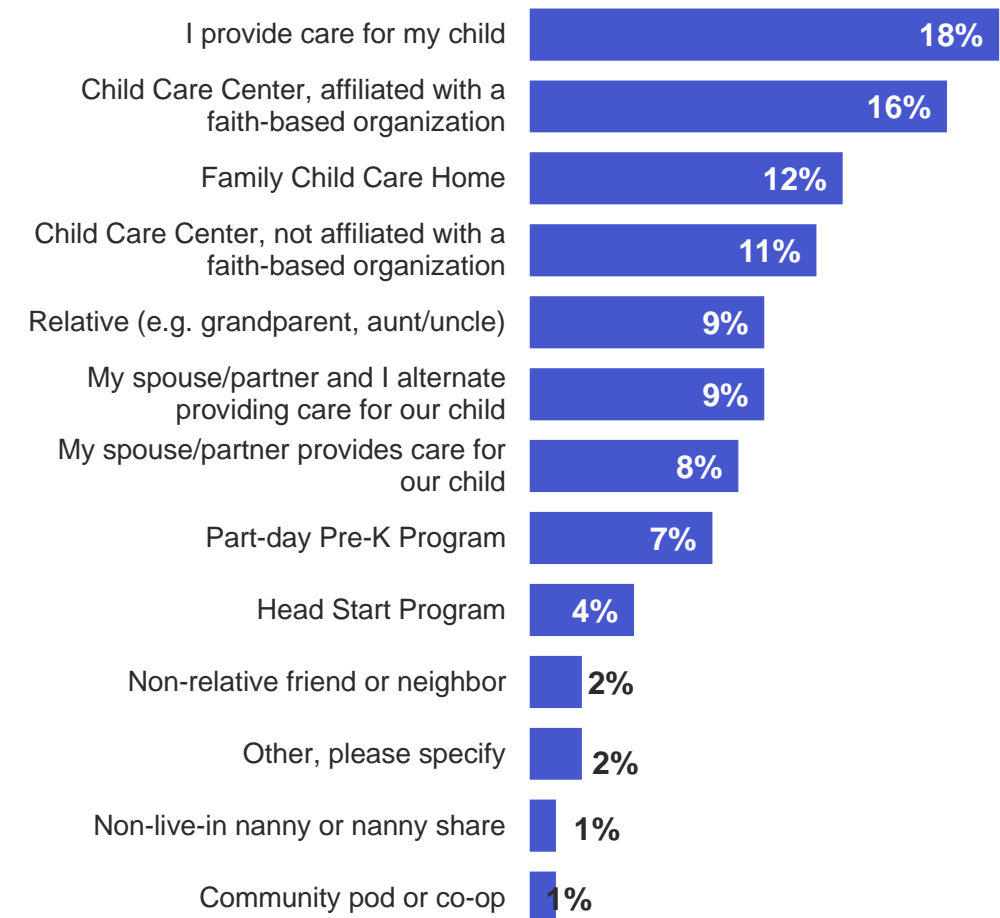
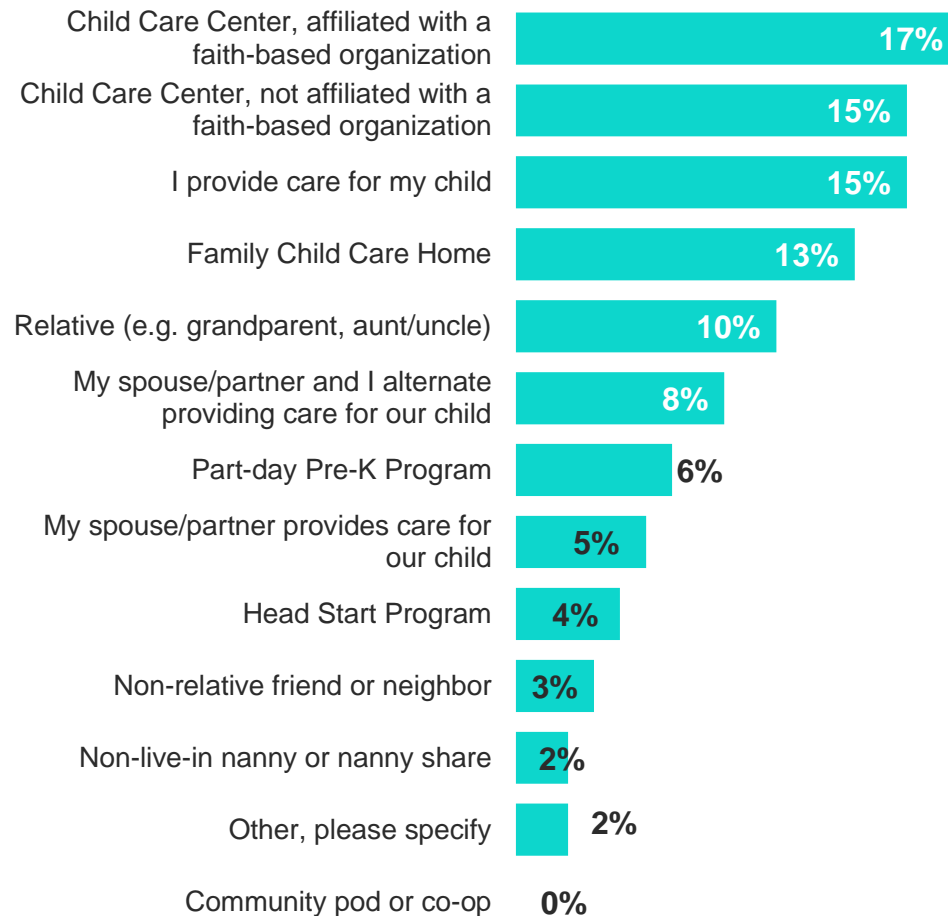


CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Among single parents or households where both parents are working, there was a slight decrease between January and December 2020 in the percent using a child care center as their primary child care arrangement.

Which of the following best describe the primary child care arrangement you used in **January 2020** for your youngest child?

Which of the following best describe the **current primary** child care arrangement for your youngest child?



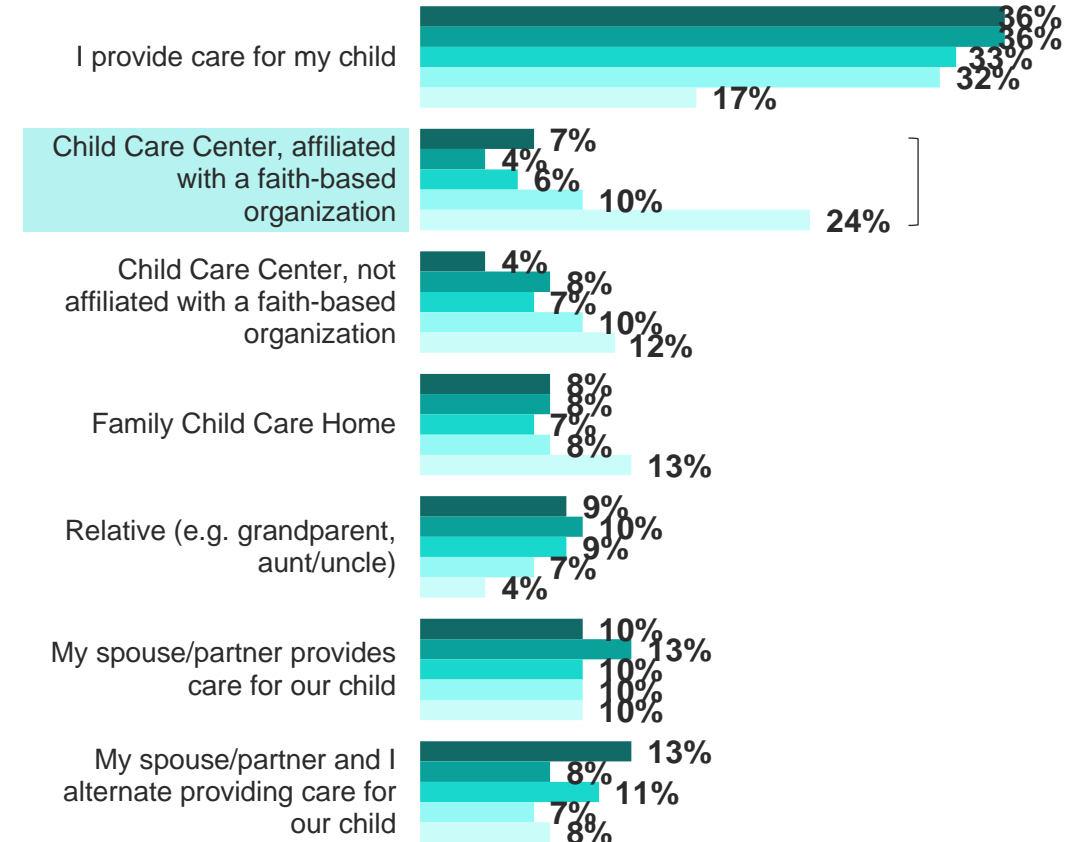
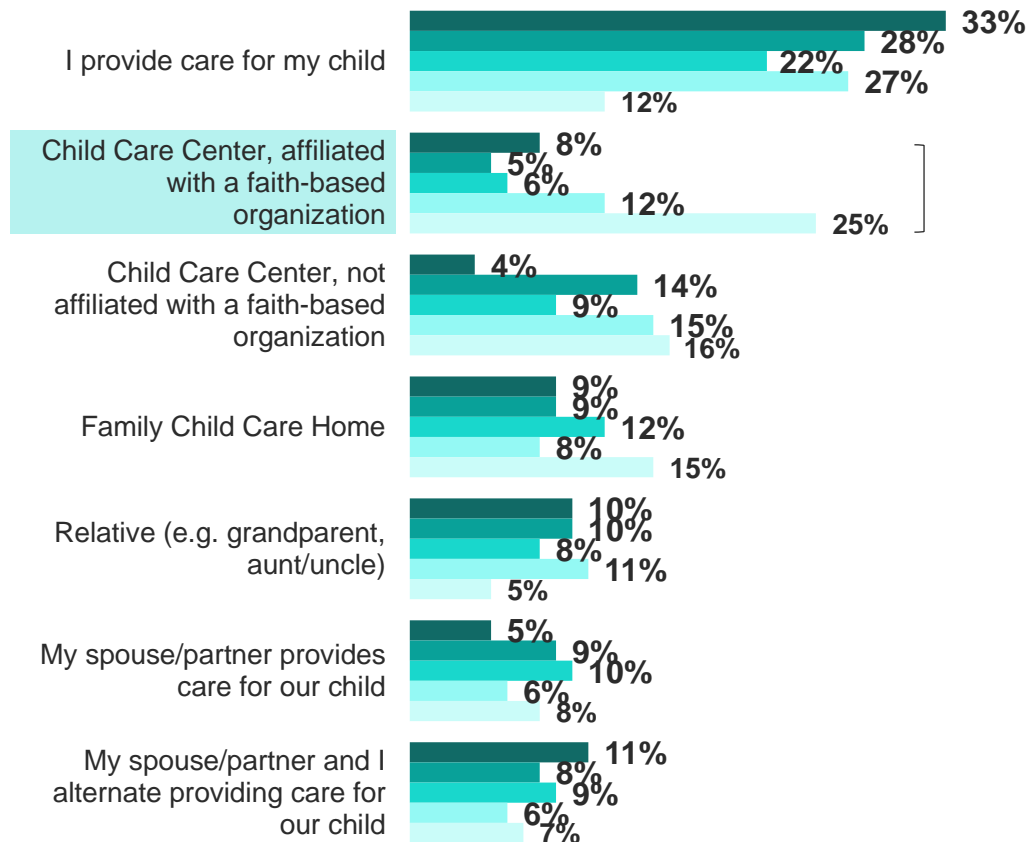
CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Parents with an income over \$75k are twice as likely as parents of other income levels to be using a child care center affiliated with a faith-based organization in January and December 2020.

Which of the following best describe the primary child care arrangement you used in **January 2020** for your youngest child?

Which of the following best describe the **current primary** child care arrangement for your youngest child?

■ Under \$20k ■ \$20k-\$35k ■ \$35k-\$50k ■ \$50k-\$75k ■ Over \$75k

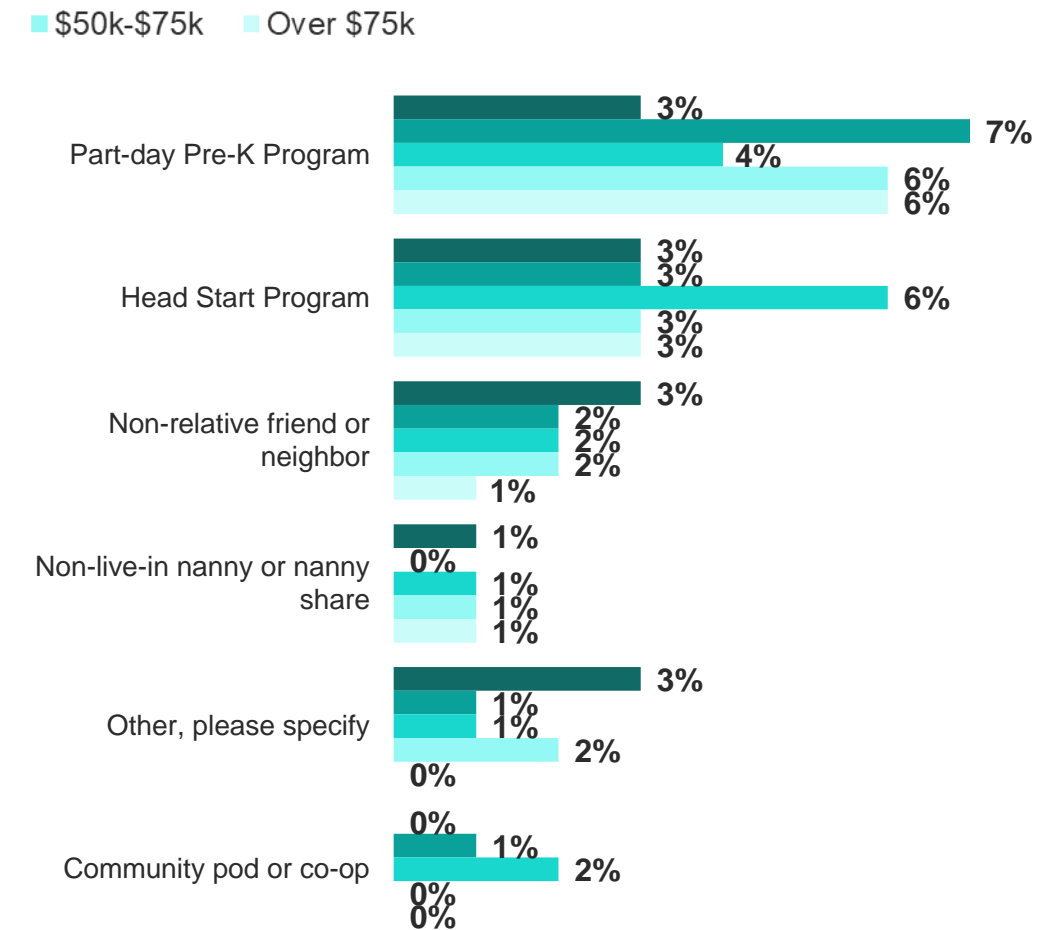
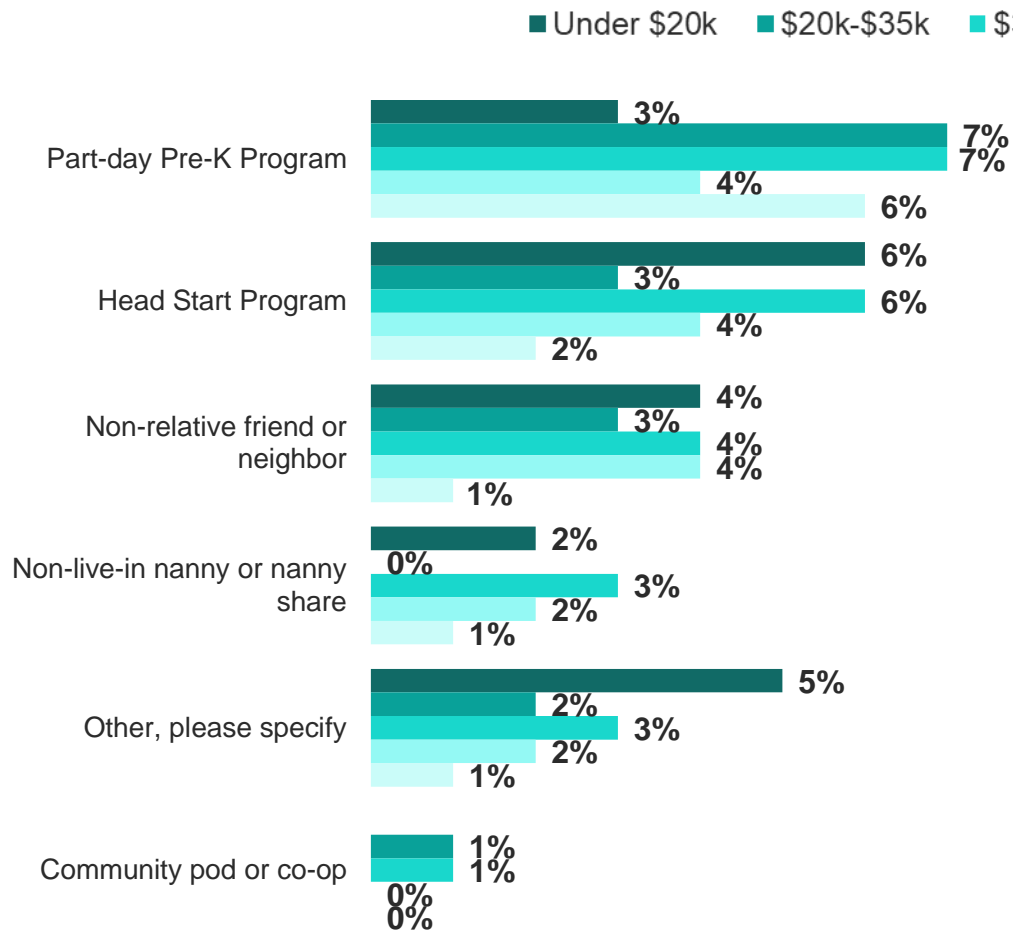


CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Among child care arrangements not used as frequently, there were not significant changes across income levels between January and December 2020.

Which of the following best describe the primary child care arrangement you used in **January 2020** for your youngest child?

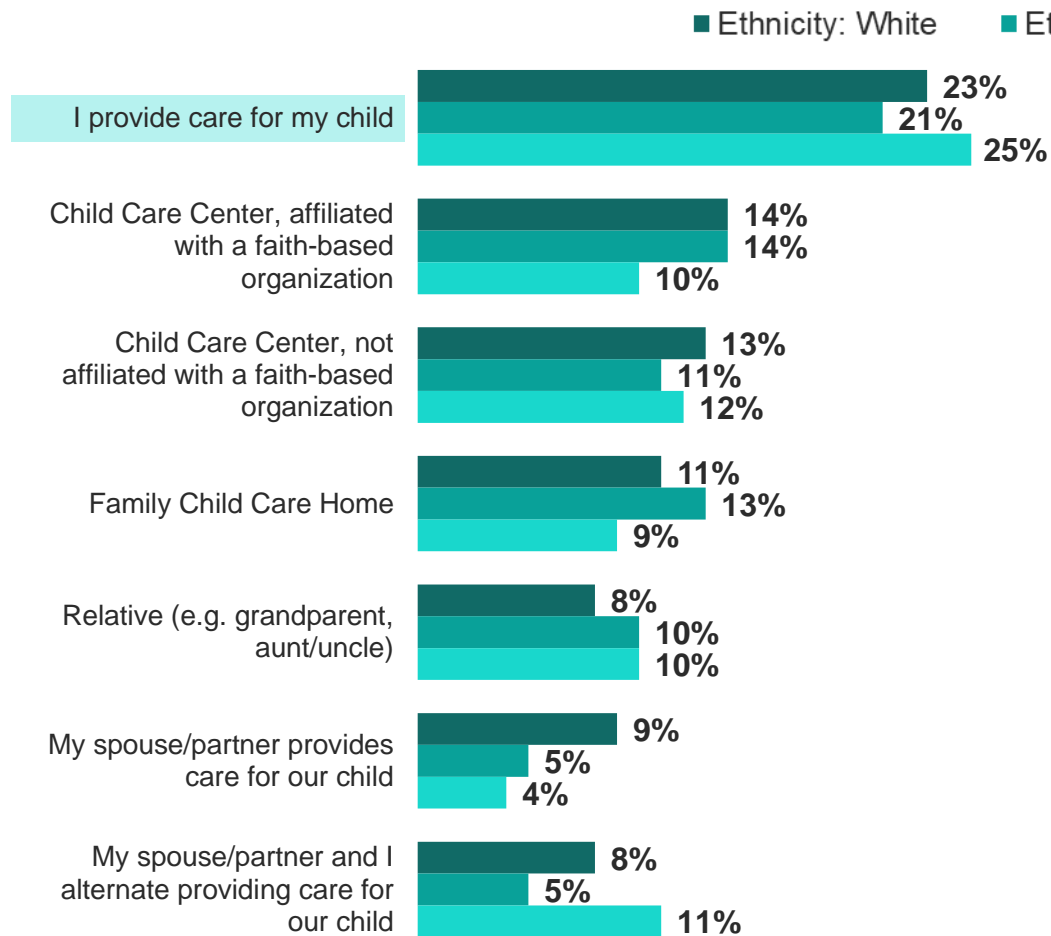
Which of the following best describe the **current primary** child care arrangement for your youngest child?



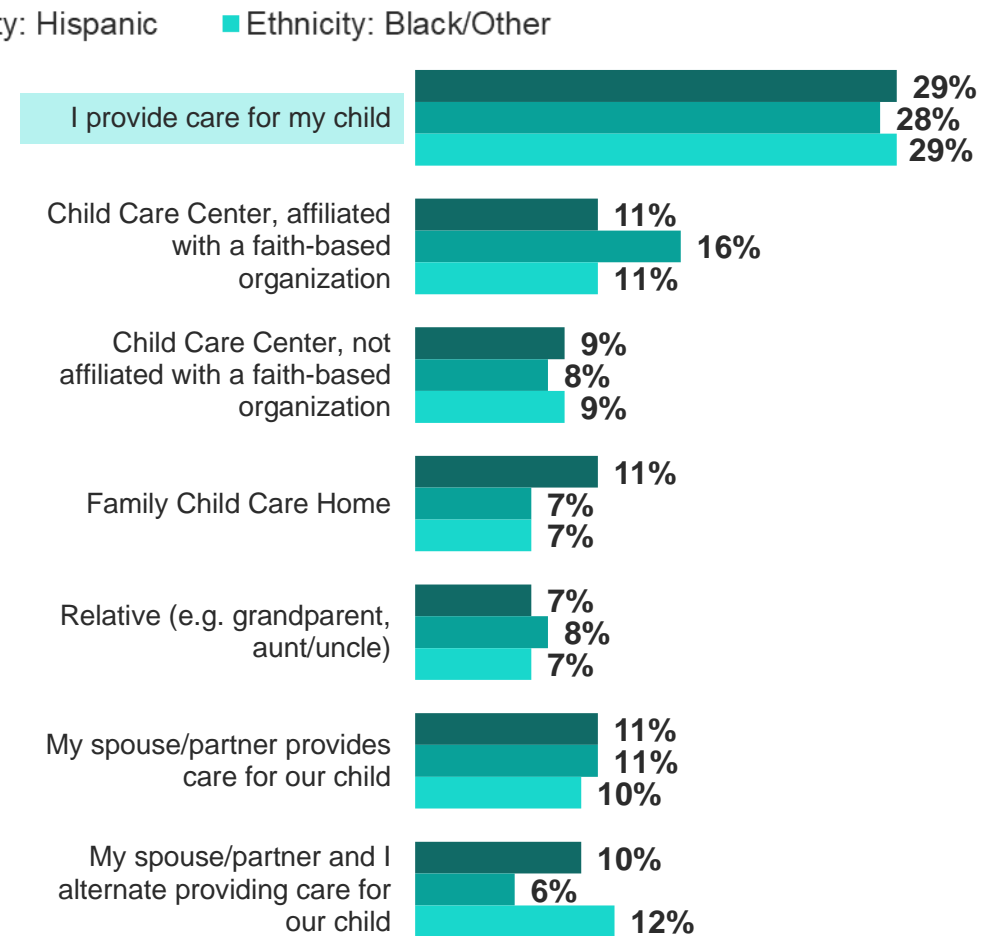
CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Parents across racial and ethnic groups provide care for their child at a higher rate today than they did in January 2020.

Which of the following best describe the primary child care arrangement you used in **January 2020** for your youngest child?



Which of the following best describe the **current primary** child care arrangement for your youngest child?

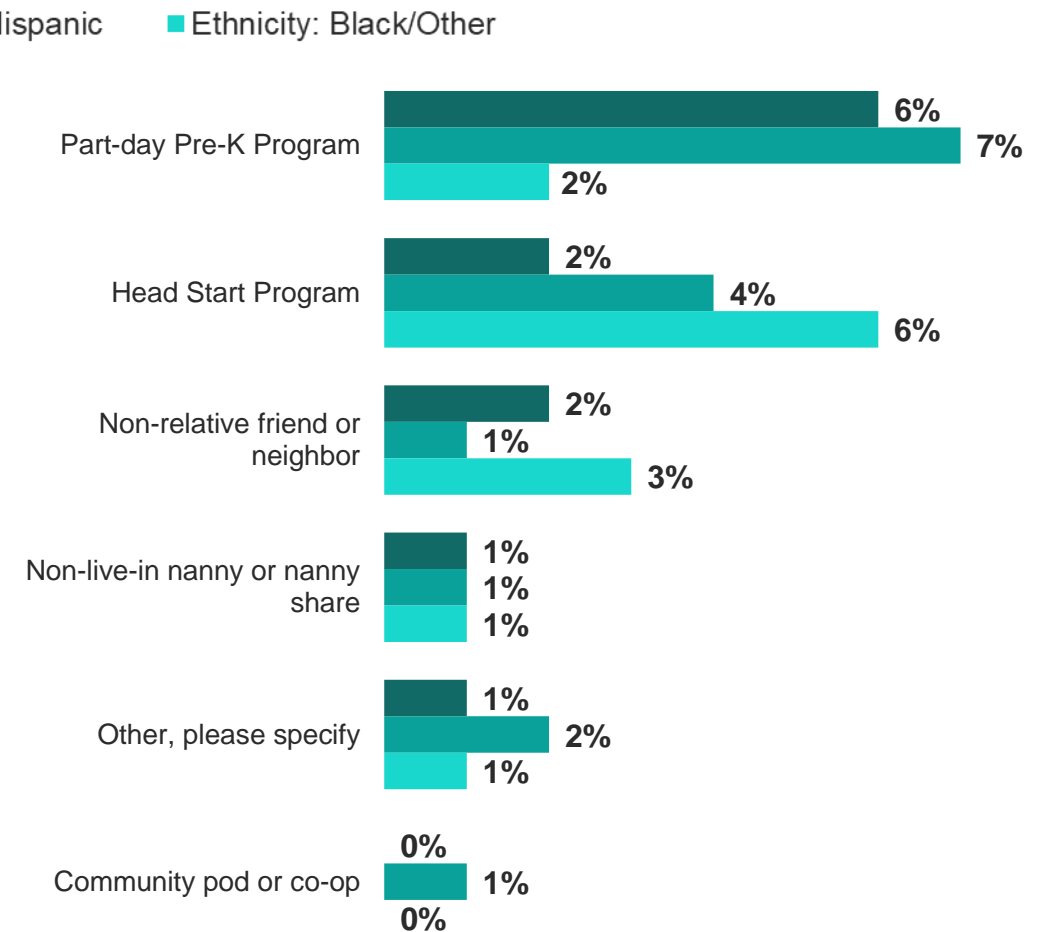
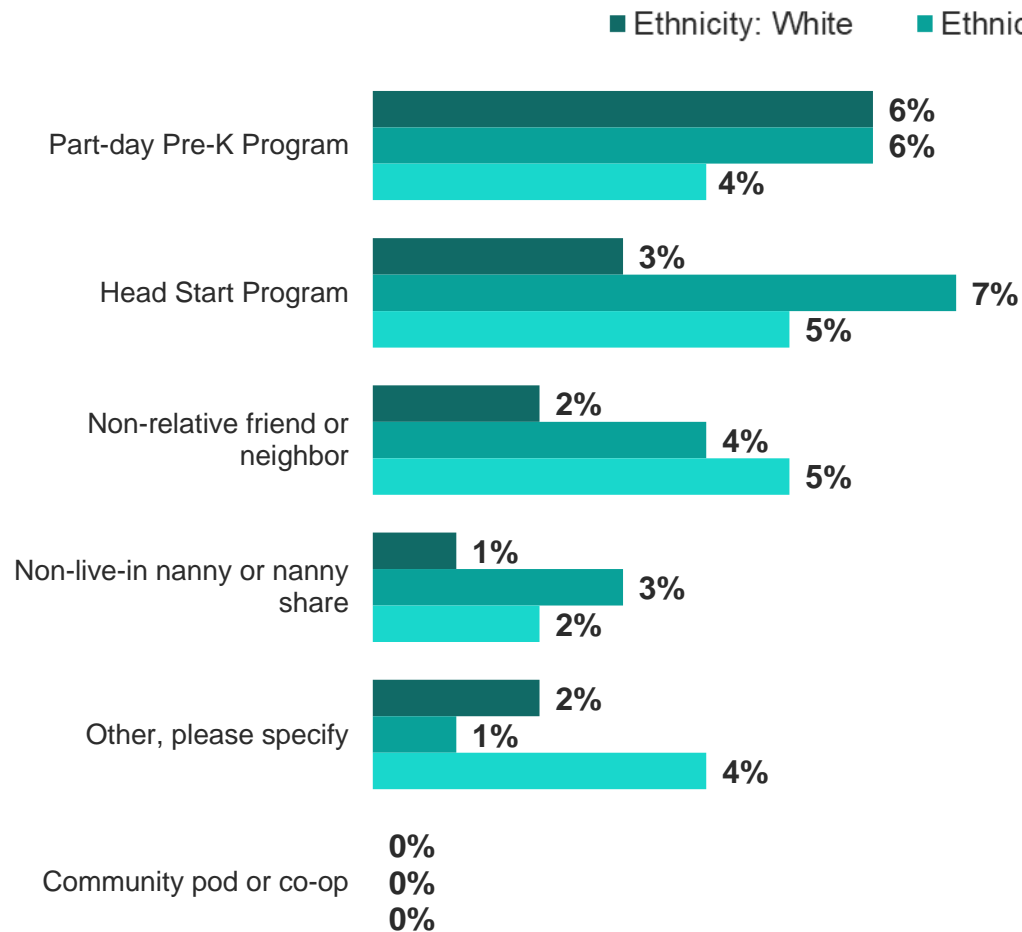


CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Among less used child care arrangements, there were no significant changes across racial and ethnic groups between January and December 2020.

Which of the following best describe the primary child care arrangement you used in **January 2020** for your youngest child?

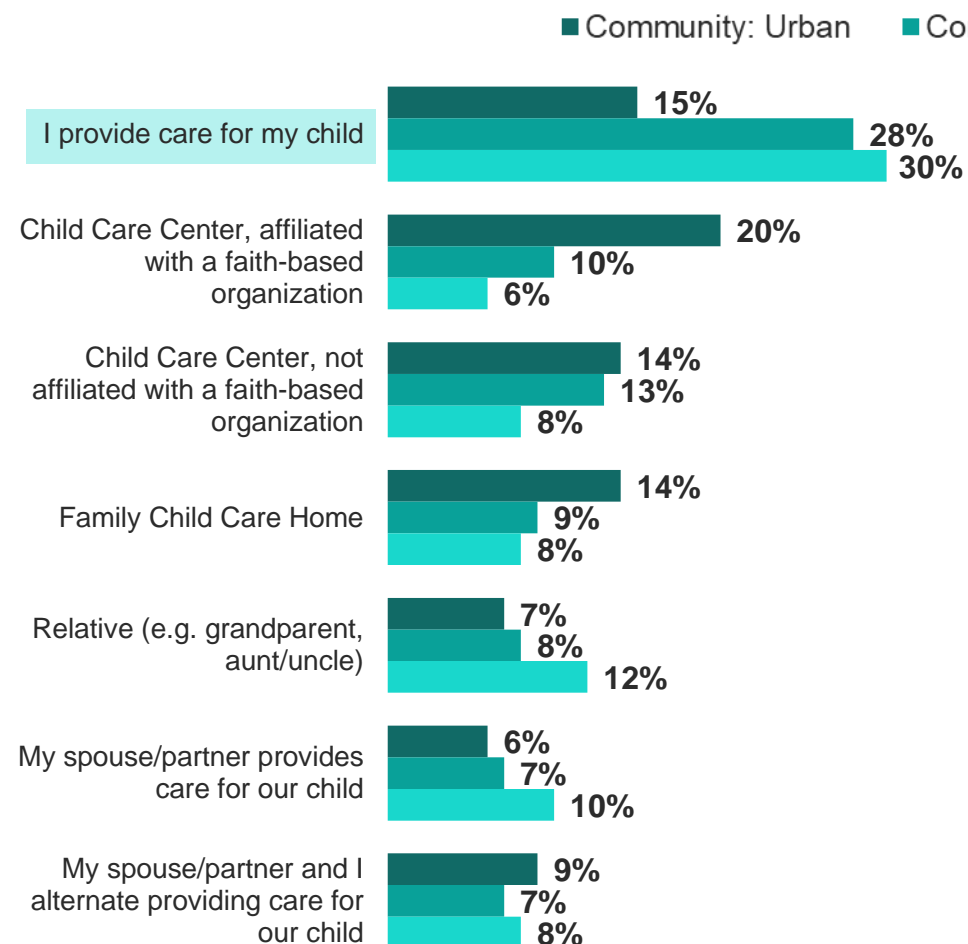
Which of the following best describe the **current primary** child care arrangement for your youngest child?



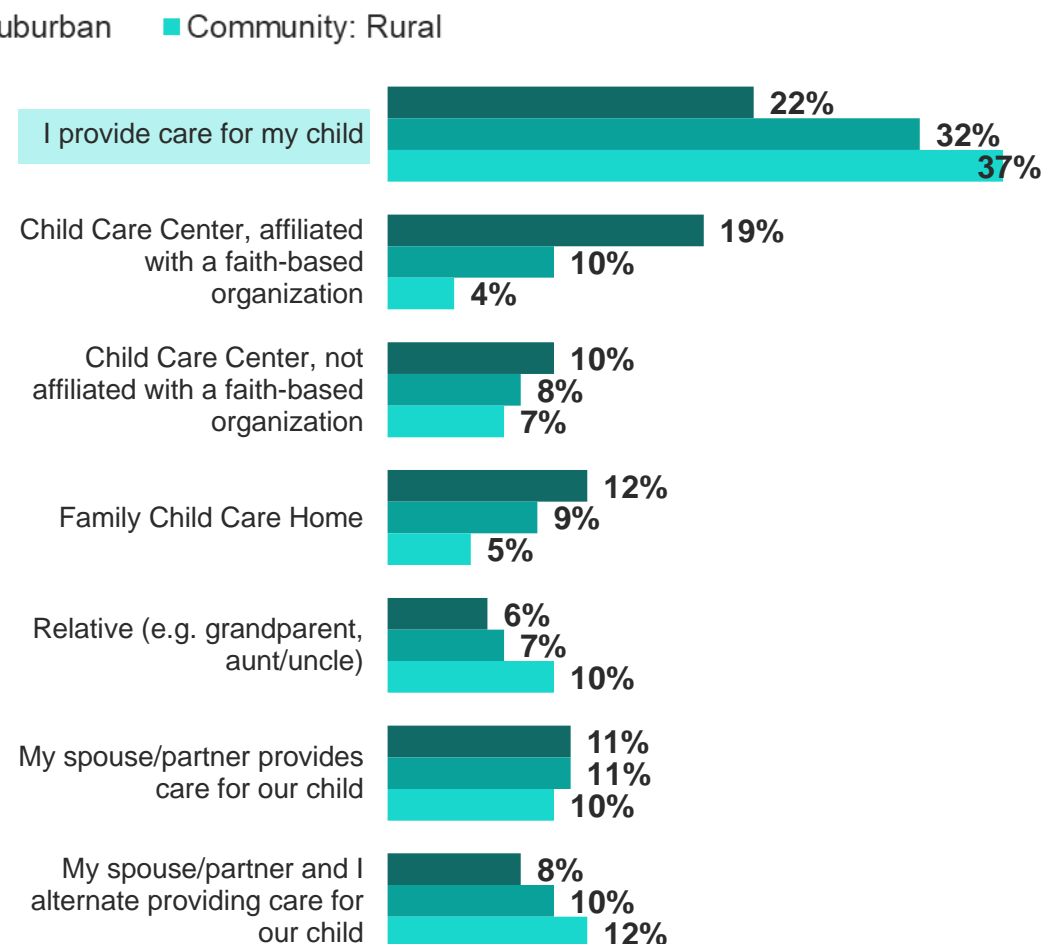
CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Rural and suburban parents are much more likely than urban parents to personally provide care for their youngest child.

Which of the following best describe the primary child care arrangement you used in **January 2020** for your youngest child?



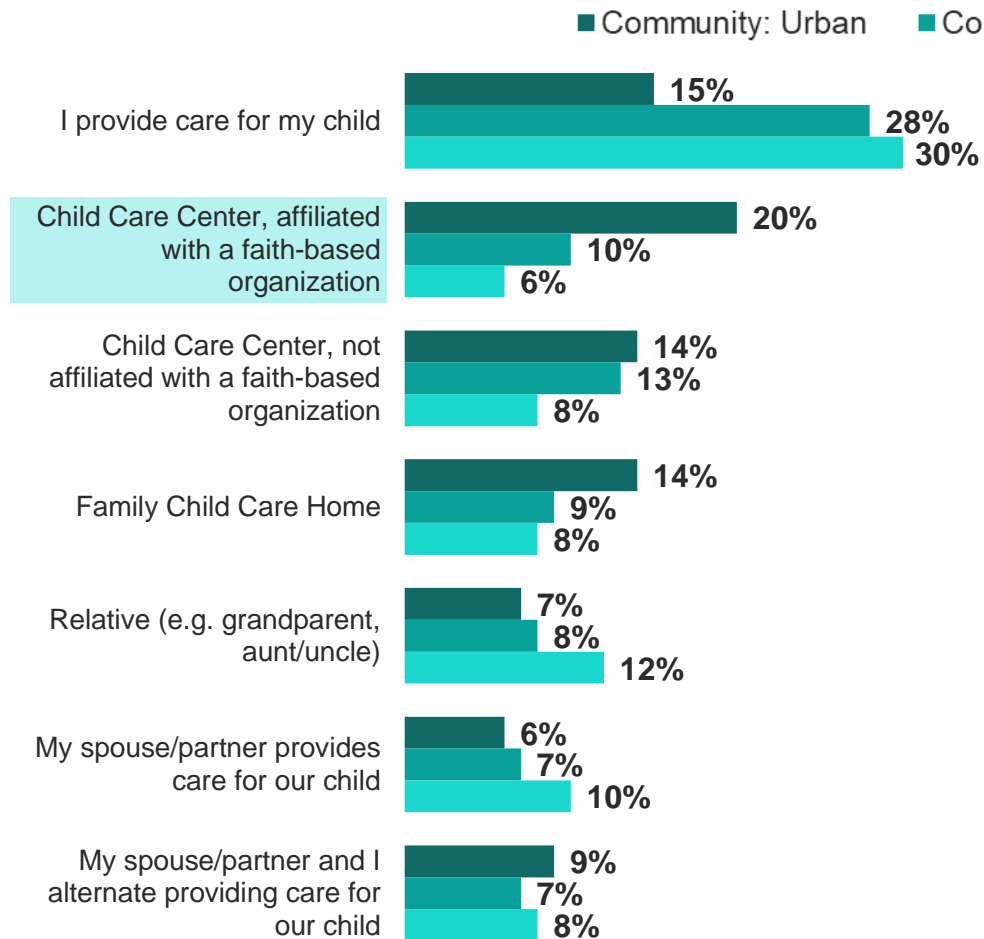
Which of the following best describe the **current primary** child care arrangement for your youngest child?



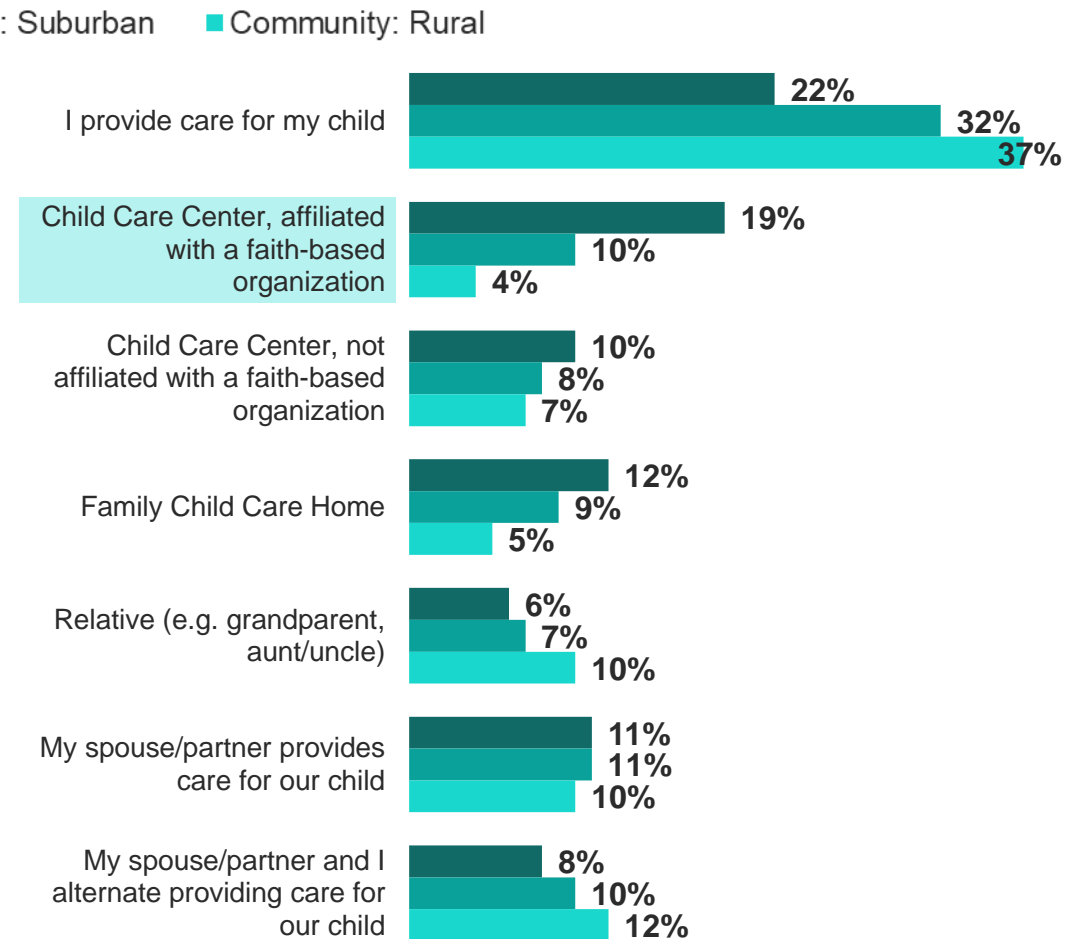
CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Throughout 2020, urban parents were more likely to rely on a child care centers affiliated with a faith-based organization for their child care arrangement than suburban and rural parents.

Which of the following best describe the primary child care arrangement you used in **January 2020** for your youngest child?



Which of the following best describe the **current primary** child care arrangement for your youngest child?

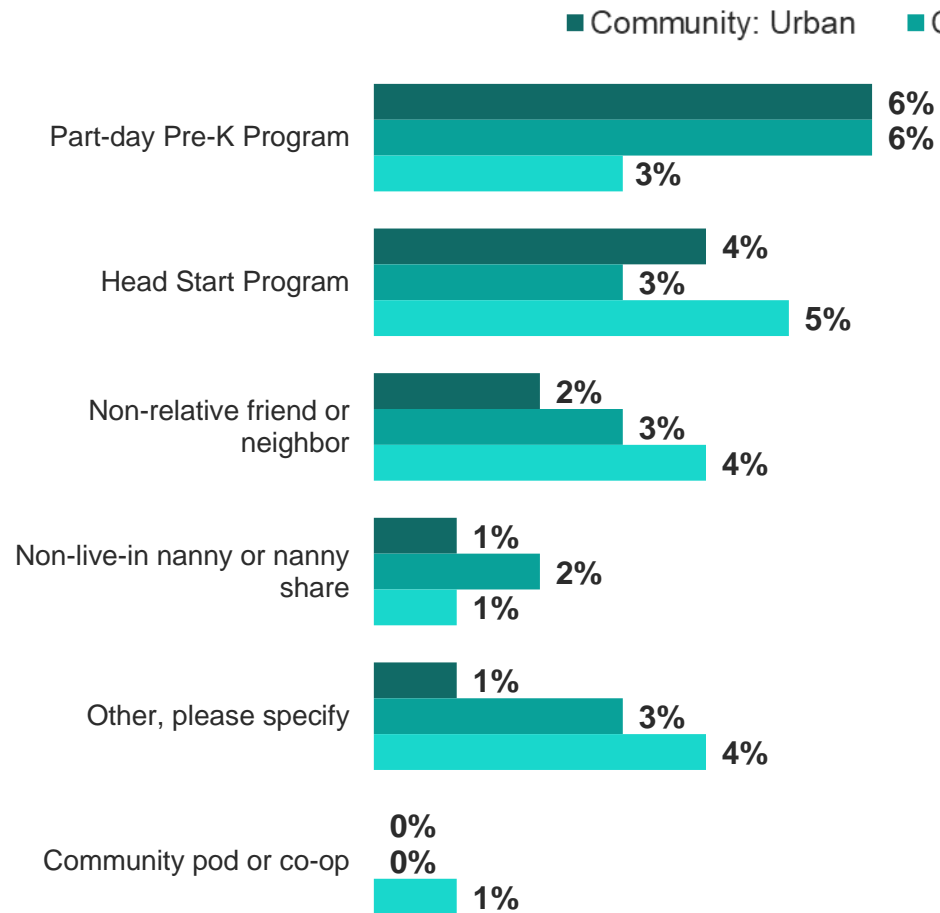




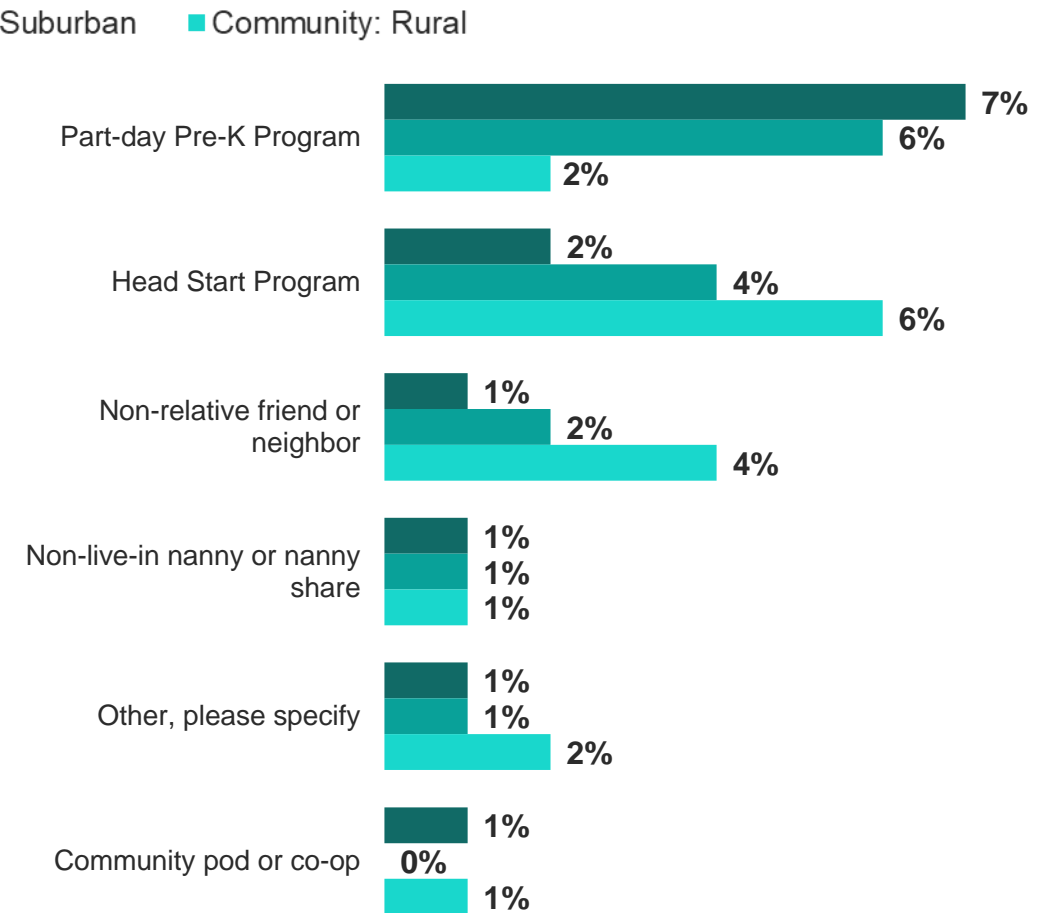
CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Among less used child care arrangements, there were no significant changes across community types between January and December 2020.

Which of the following best describe the primary child care arrangement you used in **January 2020** for your youngest child?



Which of the following best describe the **current primary** child care arrangement for your youngest child?

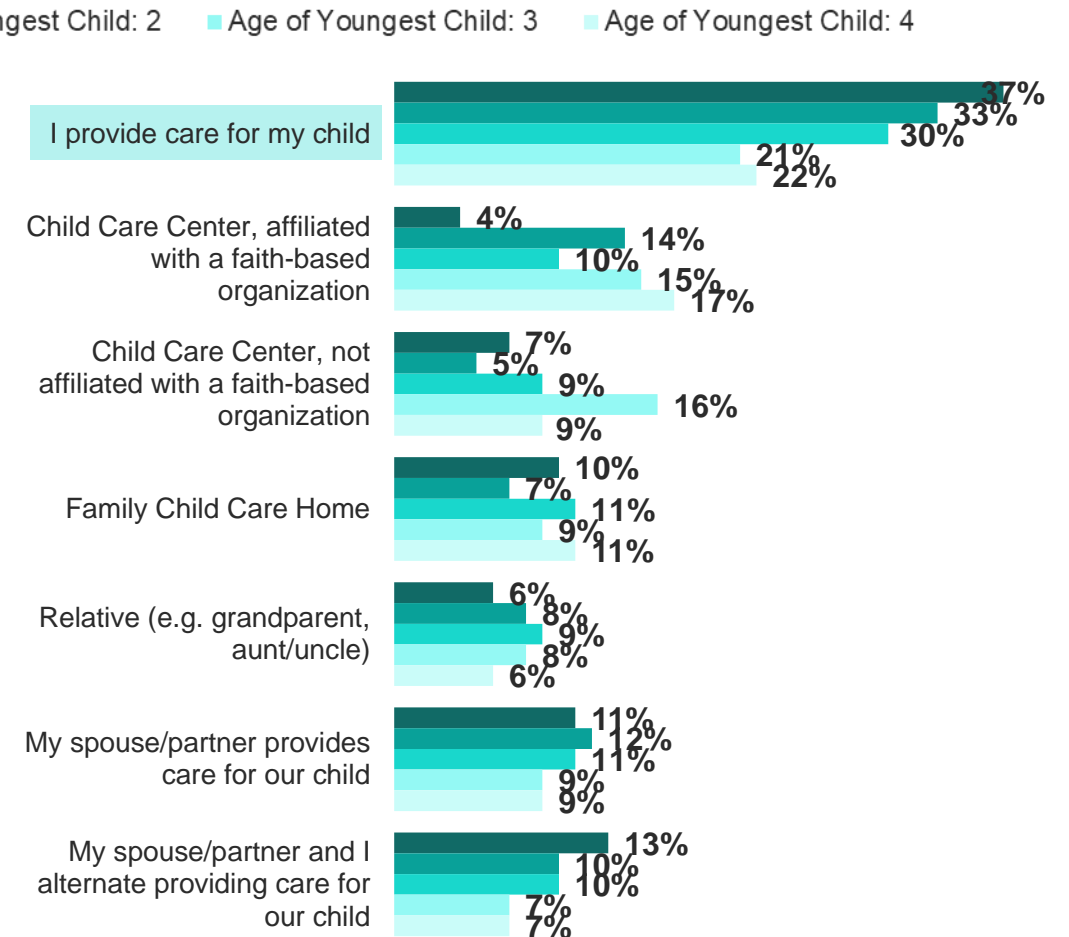
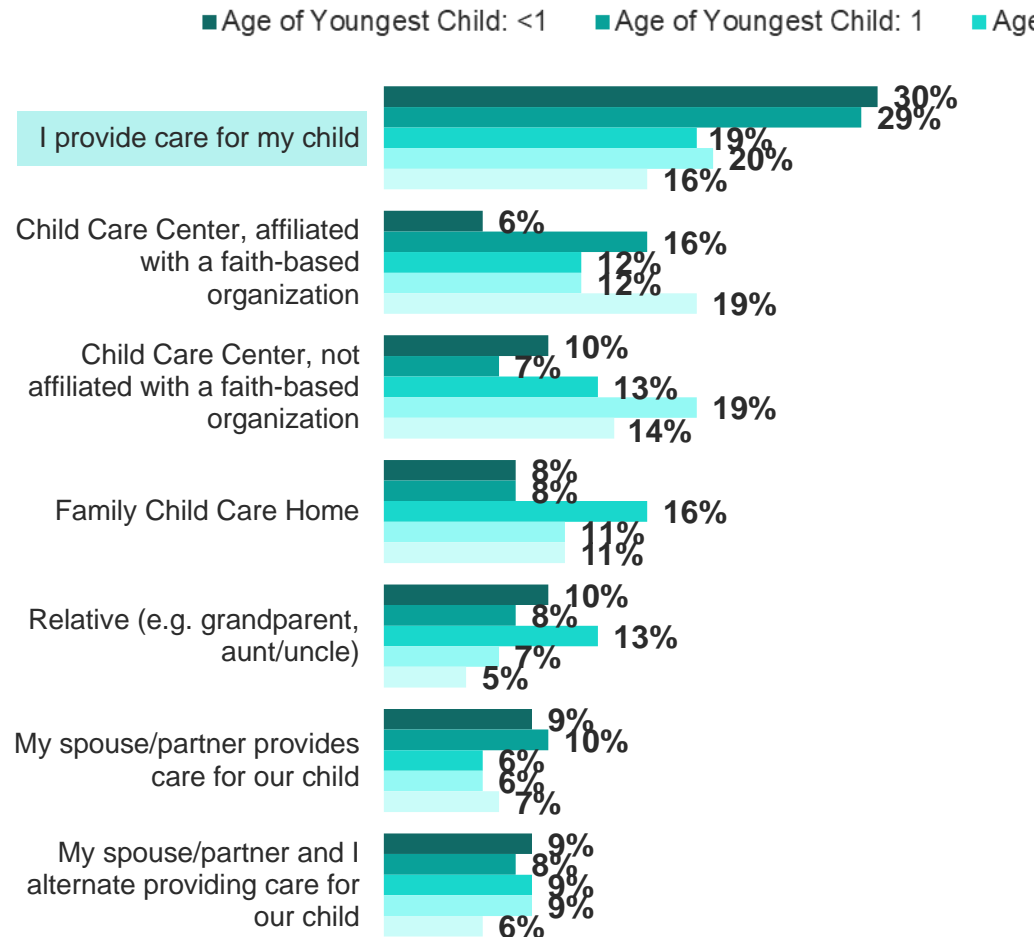


CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Two in five parents (37%) currently provide care for their child under 1, a 7% increase from January 2020.

Which of the following best describe the primary child care arrangement you used in **January 2020** for your youngest child?

Which of the following best describe the **current primary** child care arrangement for your youngest child?

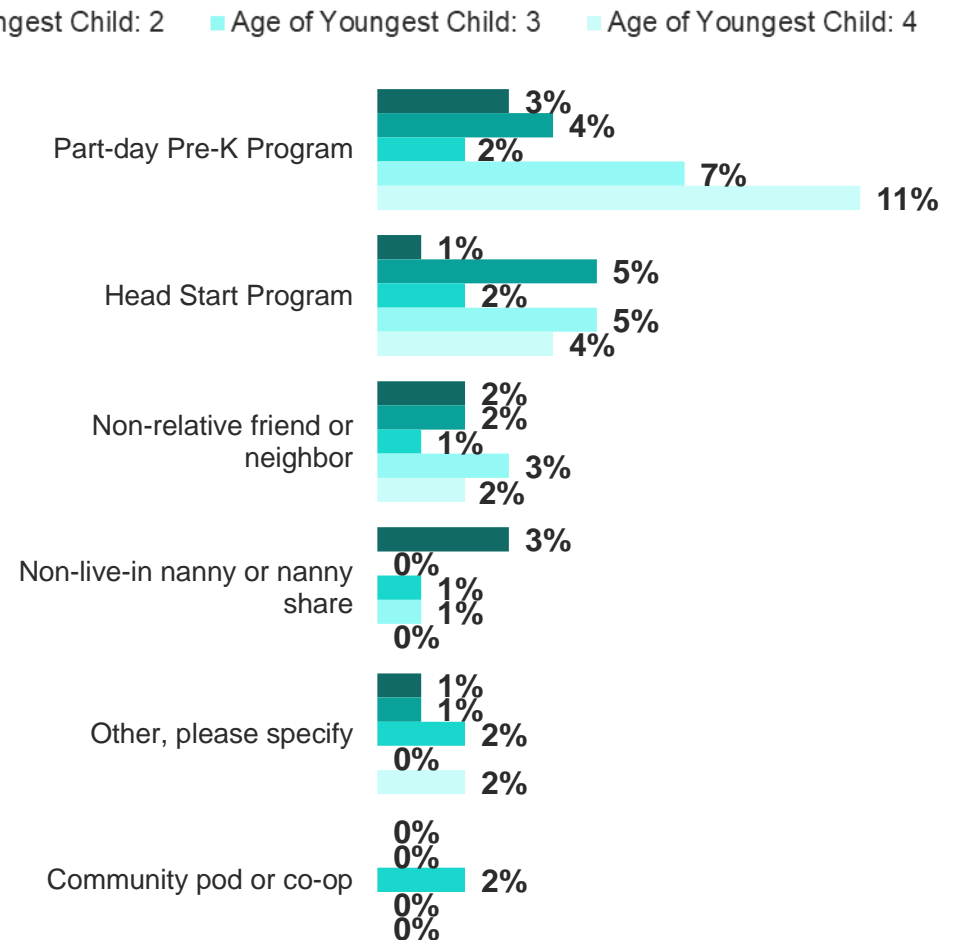
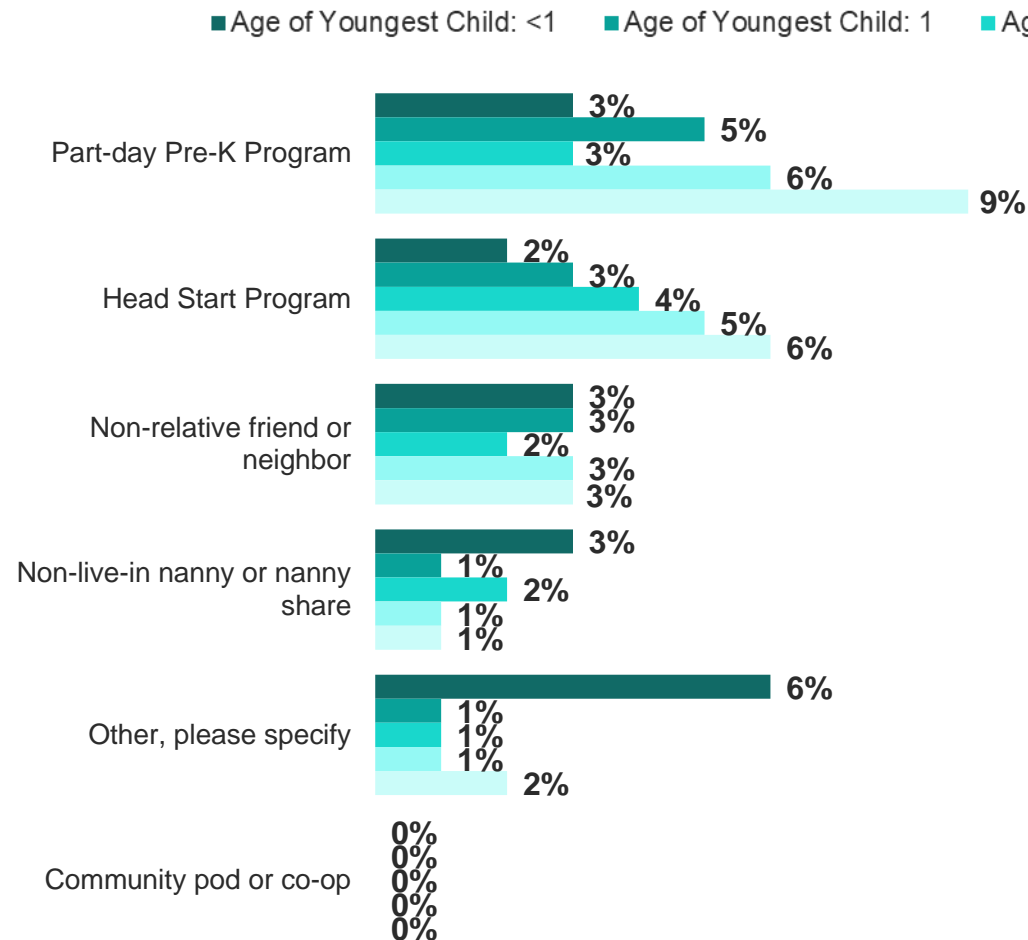


CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Among less used child care arrangements, there were no significant changes across age of parents' youngest child between January and December 2020.

Which of the following best describe the primary child care arrangement you used in **January 2020** for your youngest child?

Which of the following best describe the **current primary** child care arrangement for your youngest child?

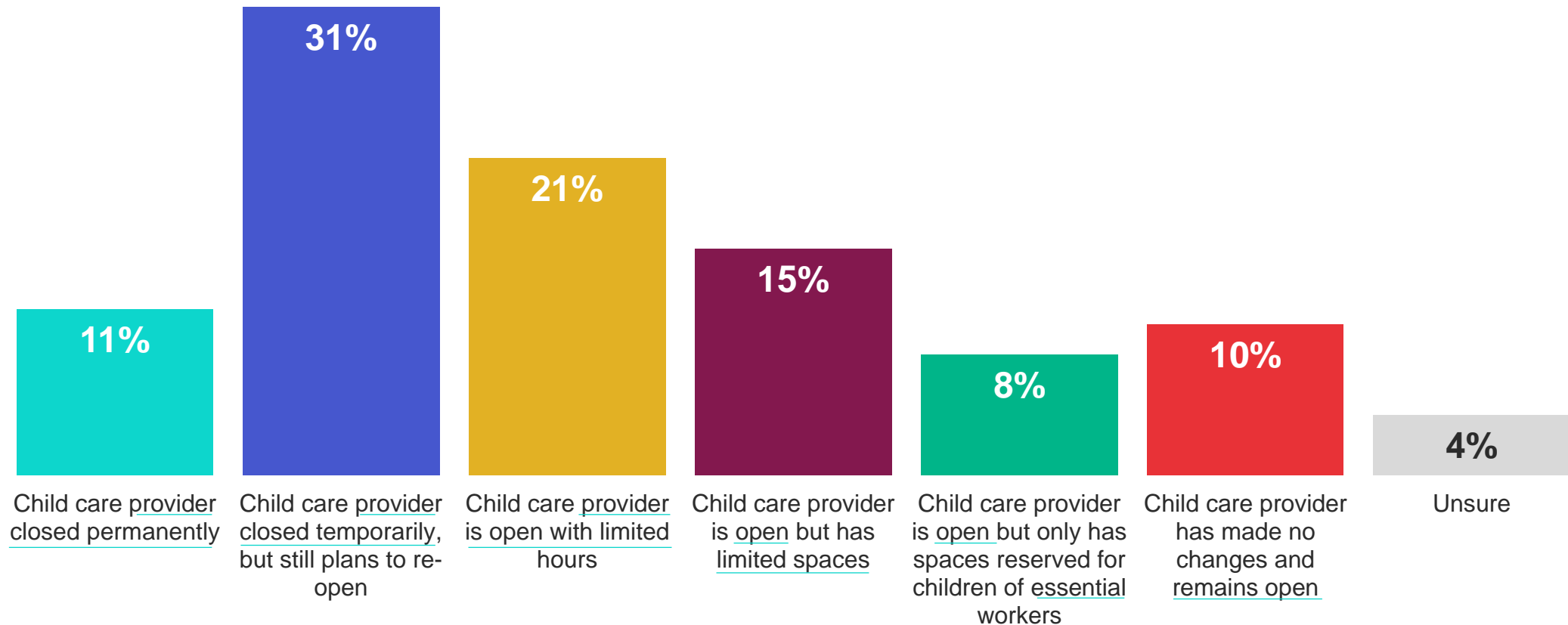


CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Among parents who were using a formal child care provider in January 2020, a third (31%) say this provider closed temporarily but plans to re-open.

Thinking about the primary child care arrangement for your youngest child in January 2020, what best describes the provider's current operating status in light of the coronavirus (COVID-19) pandemic?

Parents who were using a formal child care program in January 2020, n=684



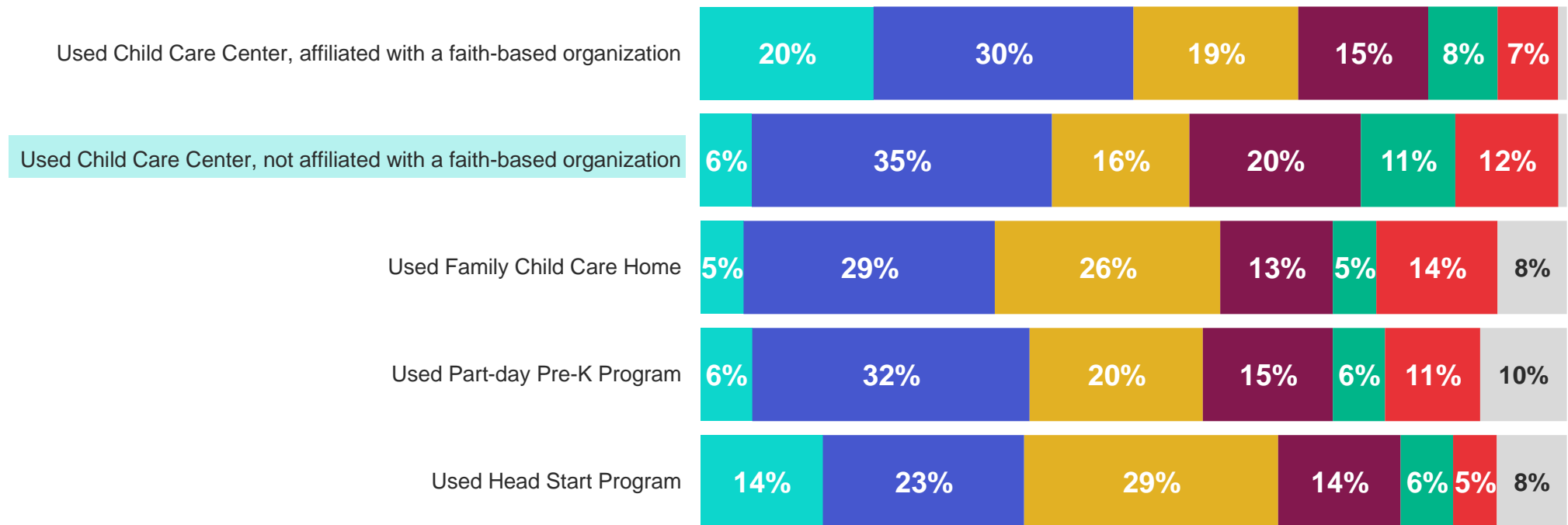
CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

A fifth of parents who used a child care center not affiliated with a faith-based organization say their provider is open but has limited spaces.

Thinking about the primary child care arrangement for your youngest child in January 2020, what best describes the provider's current operating status in light of the coronavirus (COVID-19) pandemic?

Parents who were using a formal child care program in January 2020, n=684

- Closed permanently
- Open with limited hours
- Open but only has spaces reserved for children of essential workers
- Unsure
- Closed temporarily, but still plans to re-open
- Open but has limited spaces
- No changes and remains open



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## Ideal Child Care Arrangements Before & During COVID-19

- 1** Before and during COVID-19, parents report using their ideal child care arrangement for their youngest child.

  - Similarly, a majority of parents using a formal child care arrangement in December 2020, excluding part-day Pre-K, reported the child care arrangement they are using currently would be their ideal current care arrangement for their youngest child.
- 2** A plurality of parents say their ideal child care arrangement before and during COVID-19 is providing care themselves. However, this differs across demographic groups.

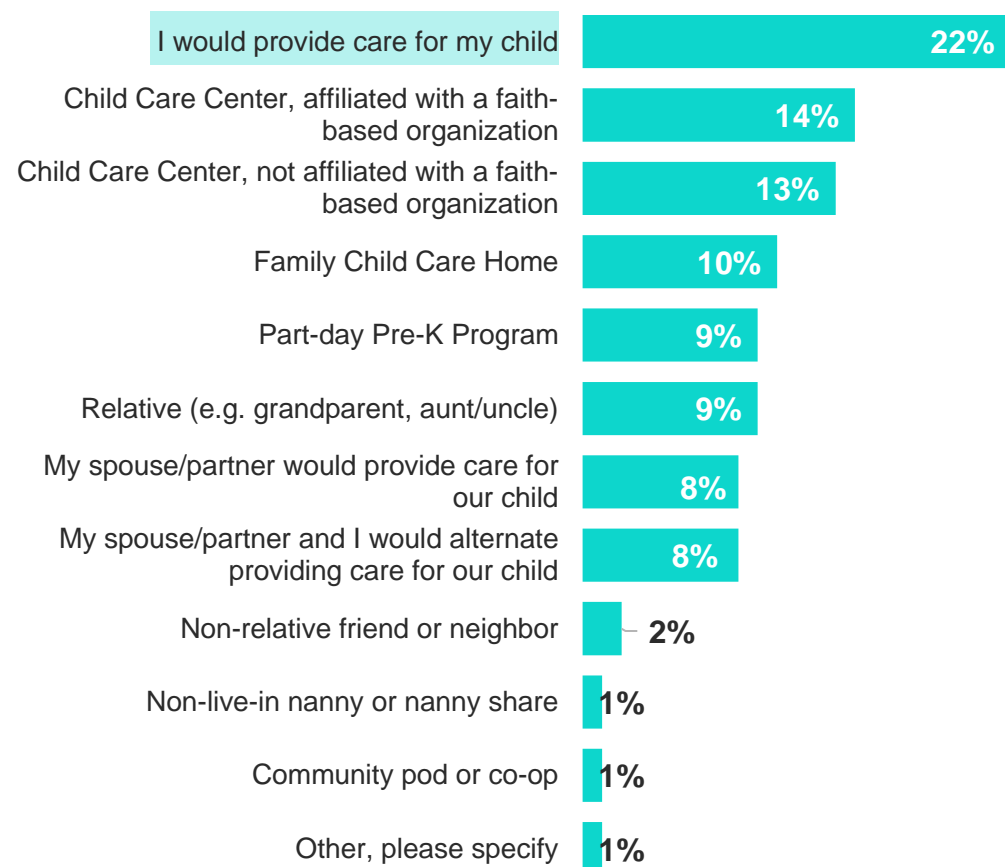
  - Parents with an income over \$75k remain half as likely as parents of lower income levels to say their ideal child care arrangement would be providing care themselves.
  - There was a 9% increase among Black parents and other parents of color between January and December 2020 who say their ideal child care arrangement is to provide care themselves for their youngest child.
  - Rural parents are more likely than suburban and urban parents to indicate their ideal child care arrangement in January and December 2020 is providing care themselves.
- 3** Ideal child care arrangements differs by the age of parents' youngest child.

  - Parents with a younger child are more likely to say providing care themselves is their ideal child care arrangement in January and December 2020.
  - On the other hand, parents with an older child are more likely to say their ideal care arrangement is a child care center.

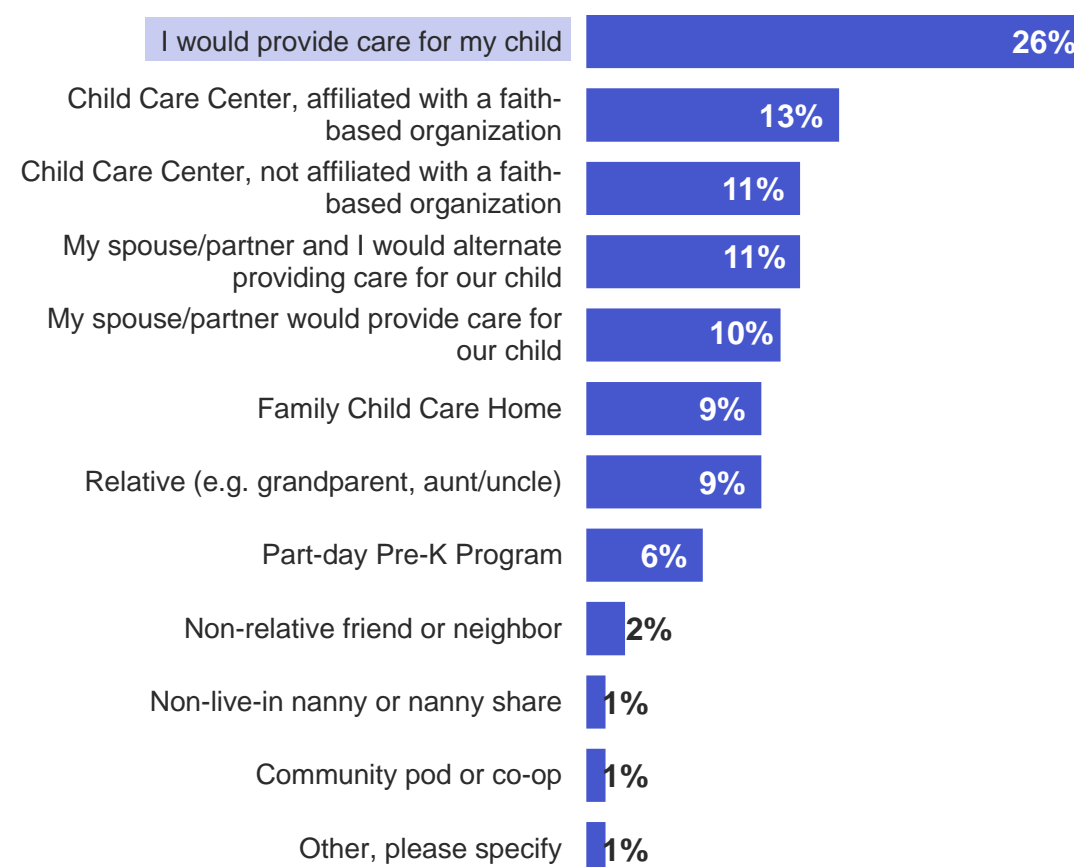
## IDEAL CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Parents are slightly more likely (+4%) to say their ideal care arrangement during COVID-19 is to provide care themselves compared to their ideal care arrangement in January 2020.

**Thinking back to January 2020**, if all types of child care arrangements were equally priced and equally accessible to your family, what would have been your **ideal child care arrangement** for your youngest child?



**Right now, during COVID-19**, if all types of arrangements were equally priced and equally accessible to your family, what would be your **ideal child care arrangement** for your youngest child?

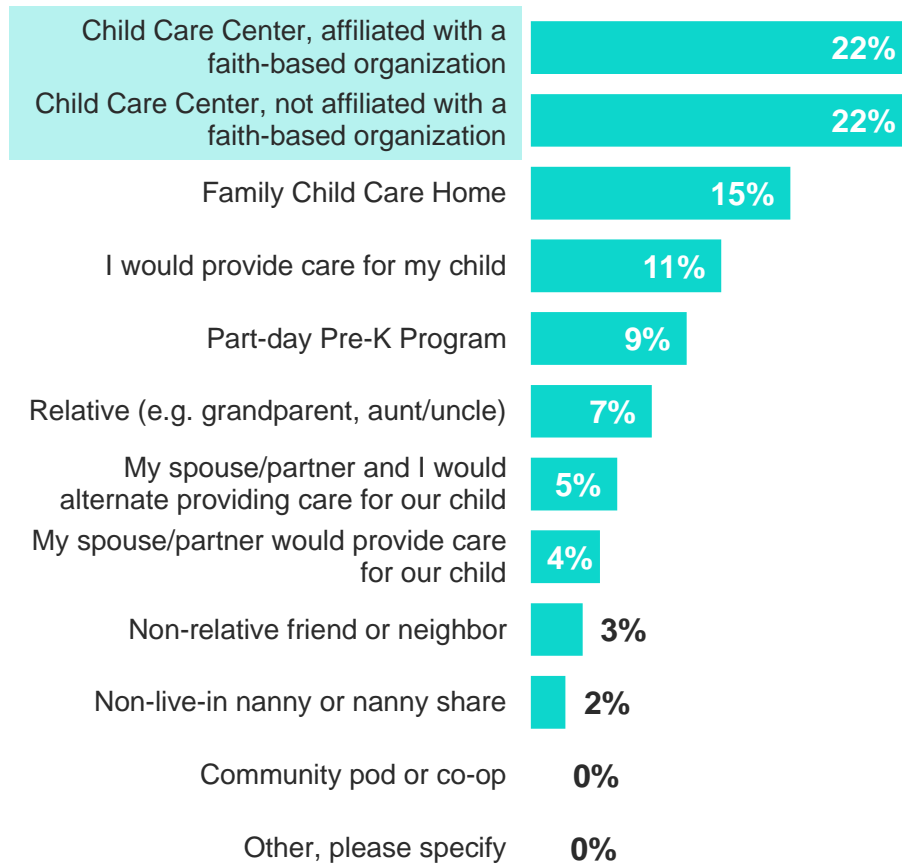




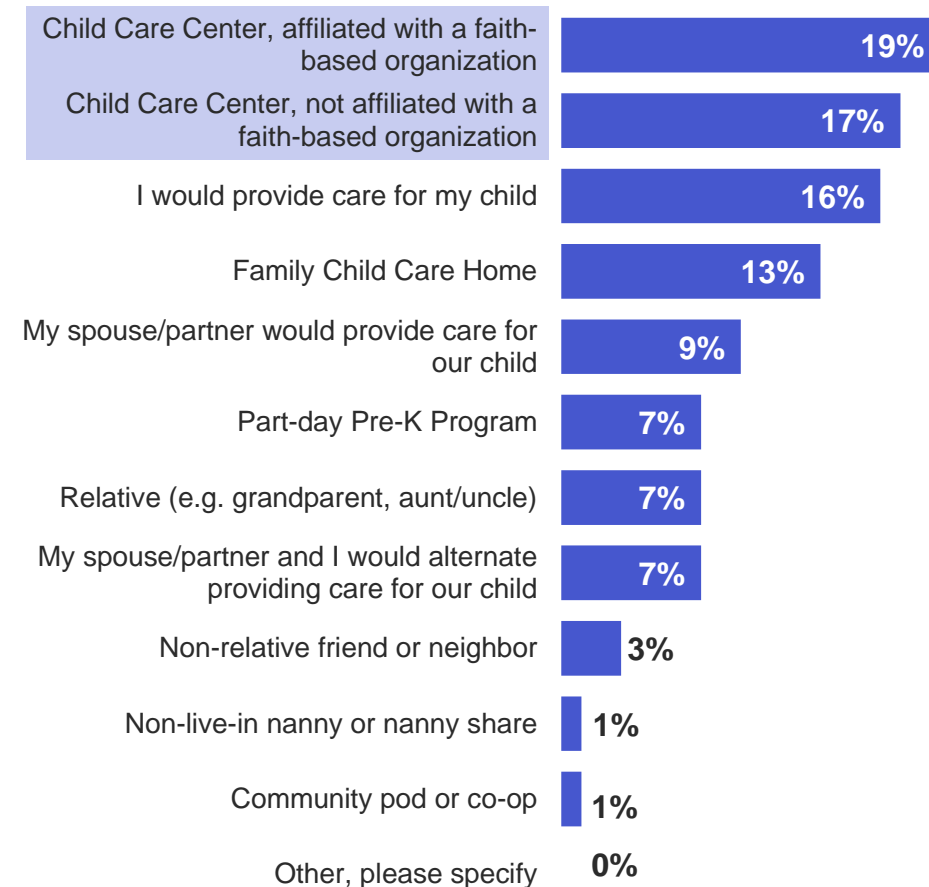
IDEAL CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Among parents paying for child care in January 2020, child care centers remain their ideal child care arrangement before and during COVID-19.

Thinking back to January 2020, if all types of child care arrangements were equally priced and equally accessible to your family, what would have been your **ideal child care arrangement** for your youngest child?



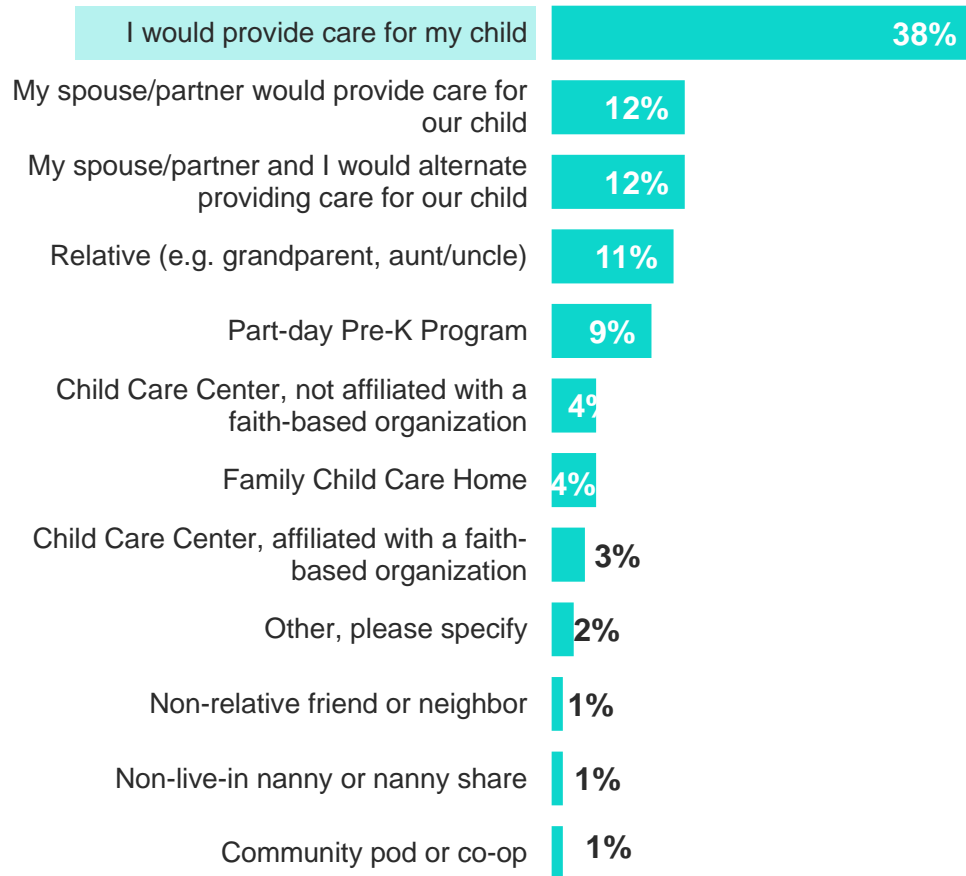
Right now, during COVID-19, if all types of arrangements were equally priced and equally accessible to your family, what would be your **ideal child care arrangement** for your youngest child?



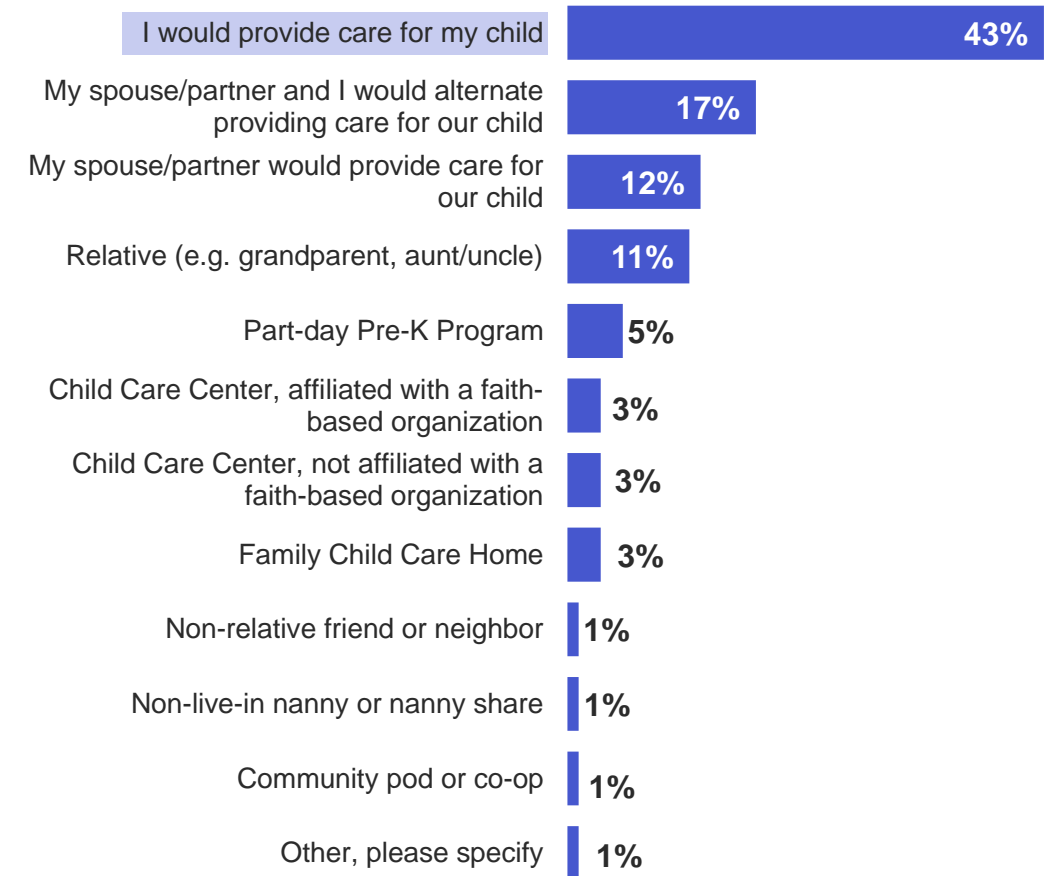
IDEAL CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

A strong plurality of parents who were not paying for child care in January 2020 say providing care themselves is their ideal care arrangement for their youngest child.

Thinking back to January 2020, if all types of child care arrangements were equally priced and equally accessible to your family, what would have been your **ideal child care arrangement** for your youngest child?



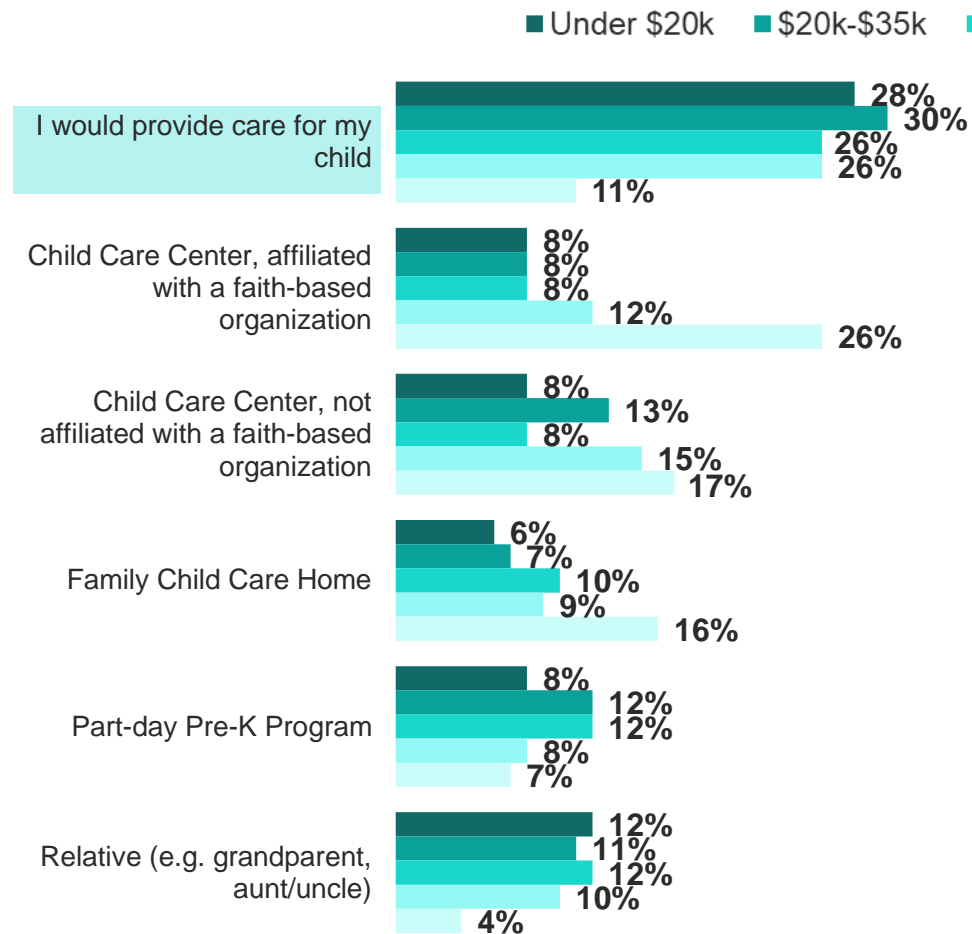
Right now, during COVID-19, if all types of arrangements were equally priced and equally accessible to your family, what would be your **ideal child care arrangement** for your youngest child?



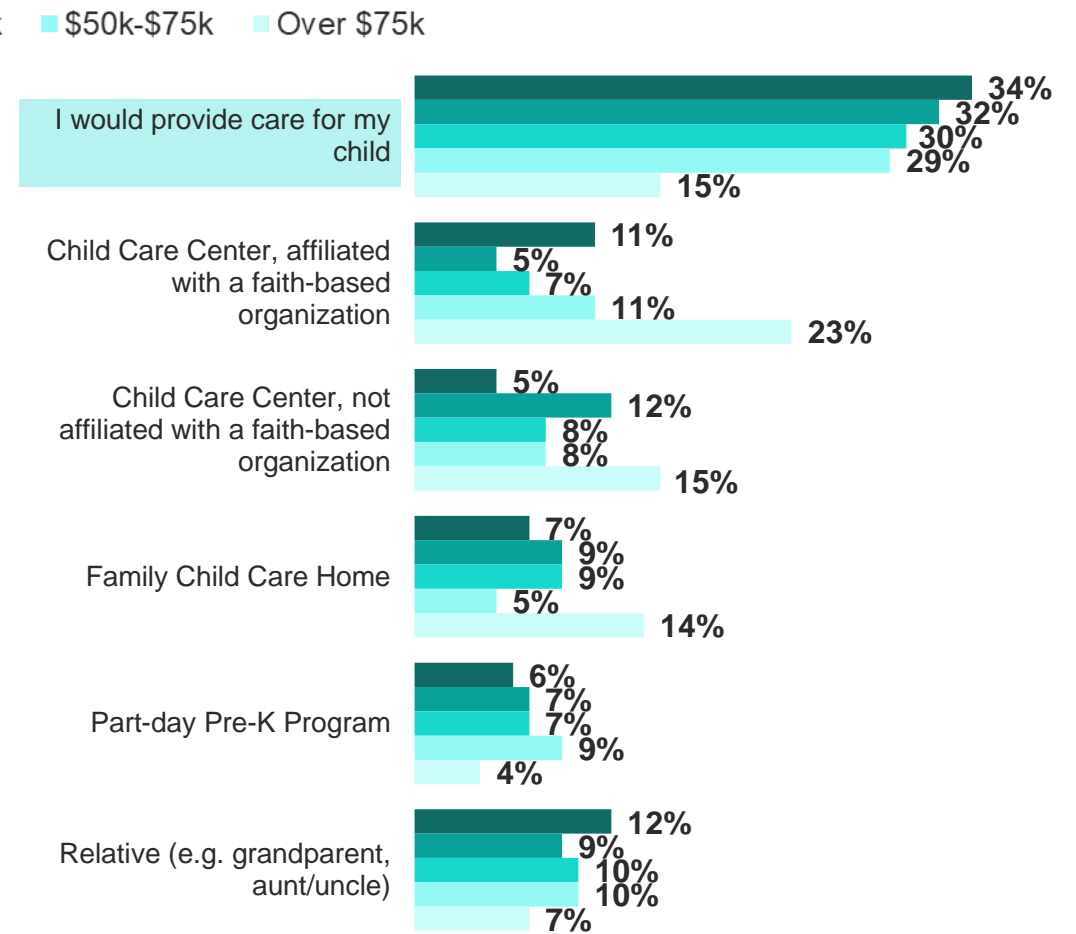
IDEAL CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Parents with an income over \$75k remain half as likely as parents of lower income levels to say their ideal care arrangement would be providing care themselves.

Thinking back to January 2020, if all types of child care arrangements were equally priced and equally accessible to your family, what would have been your ideal child care arrangement for your youngest child?



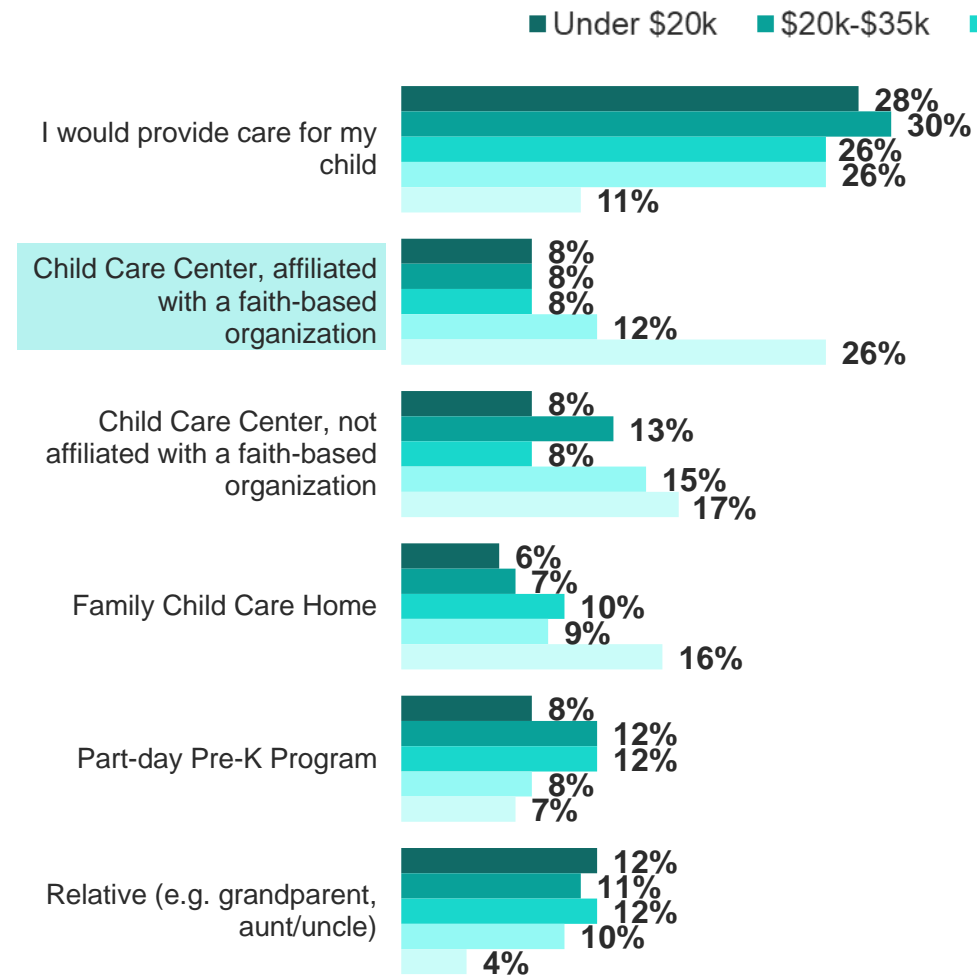
Right now, during COVID-19, if all types of arrangements were equally priced and equally accessible to your family, what would be your ideal child care arrangement for your youngest child?



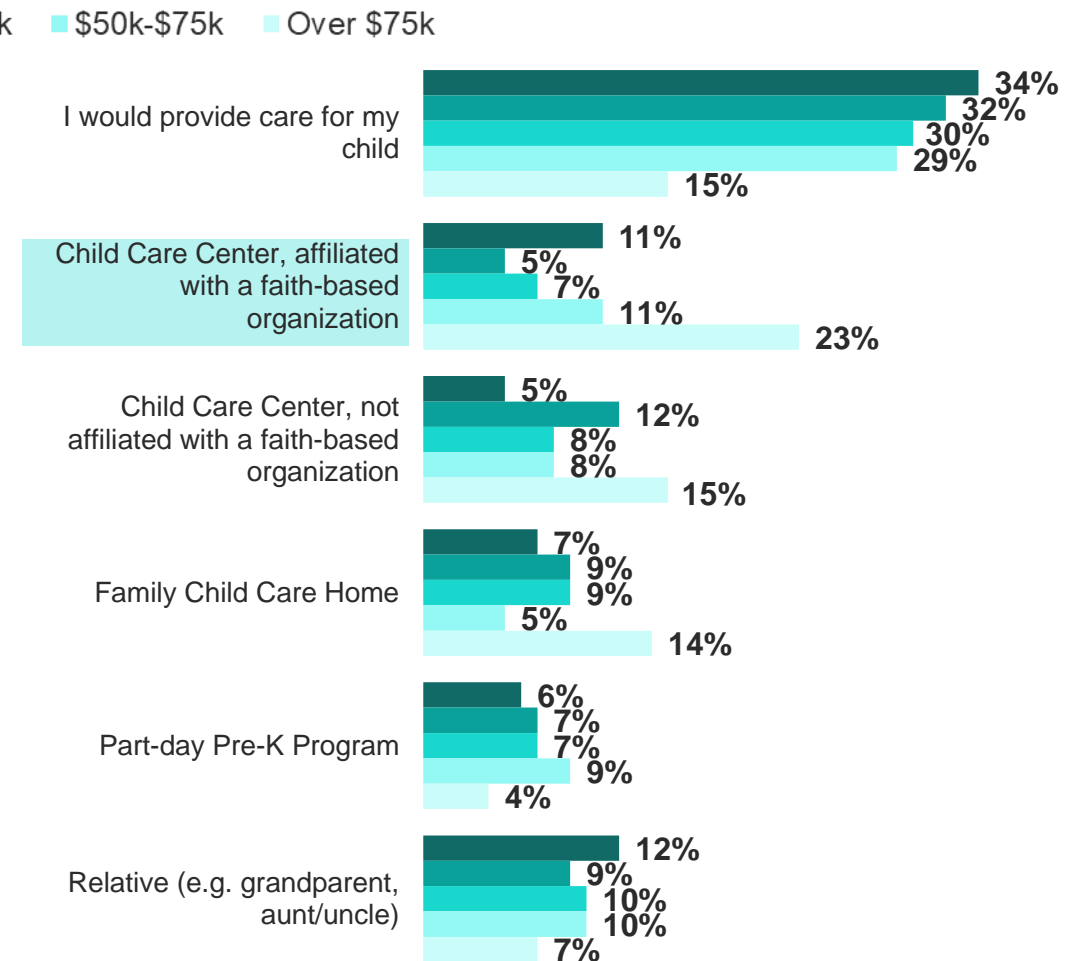
IDEAL CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Parents with an income over \$75k are more likely than parents of other income levels to say their ideal care arrangement is a child care center affiliated with a faith-based organization.

Thinking back to January 2020, if all types of child care arrangements were equally priced and equally accessible to your family, what would have been your ideal child care arrangement for your youngest child?



Right now, during COVID-19, if all types of arrangements were equally priced and equally accessible to your family, what would be your ideal child care arrangement for your youngest child?

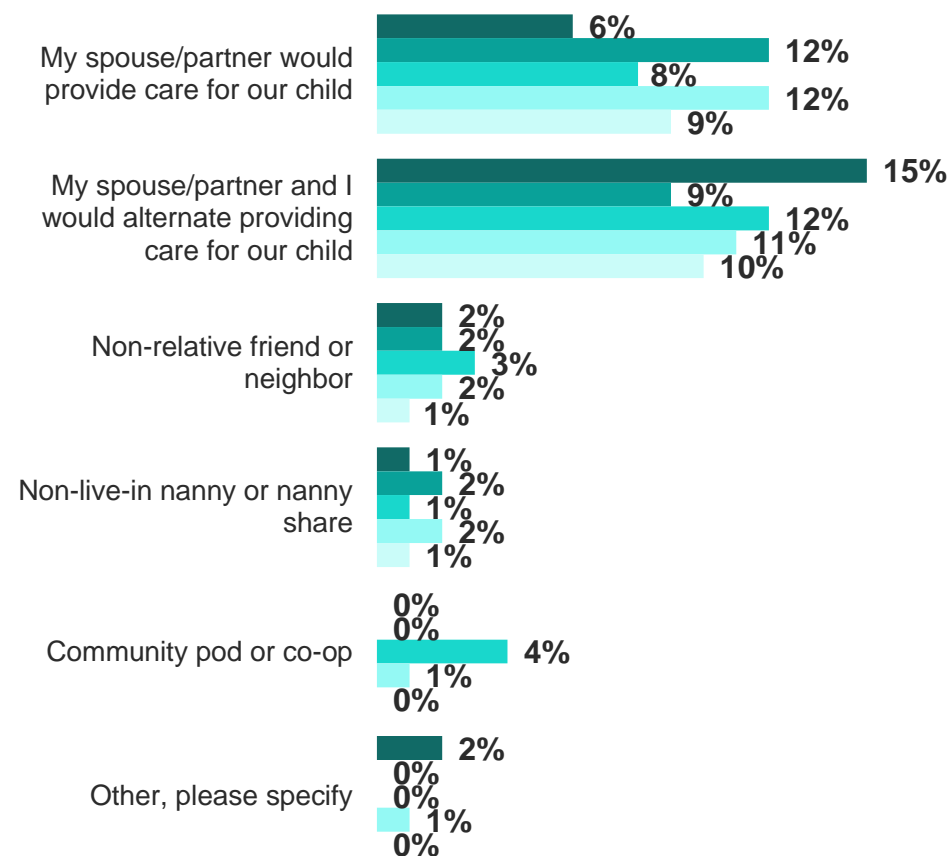
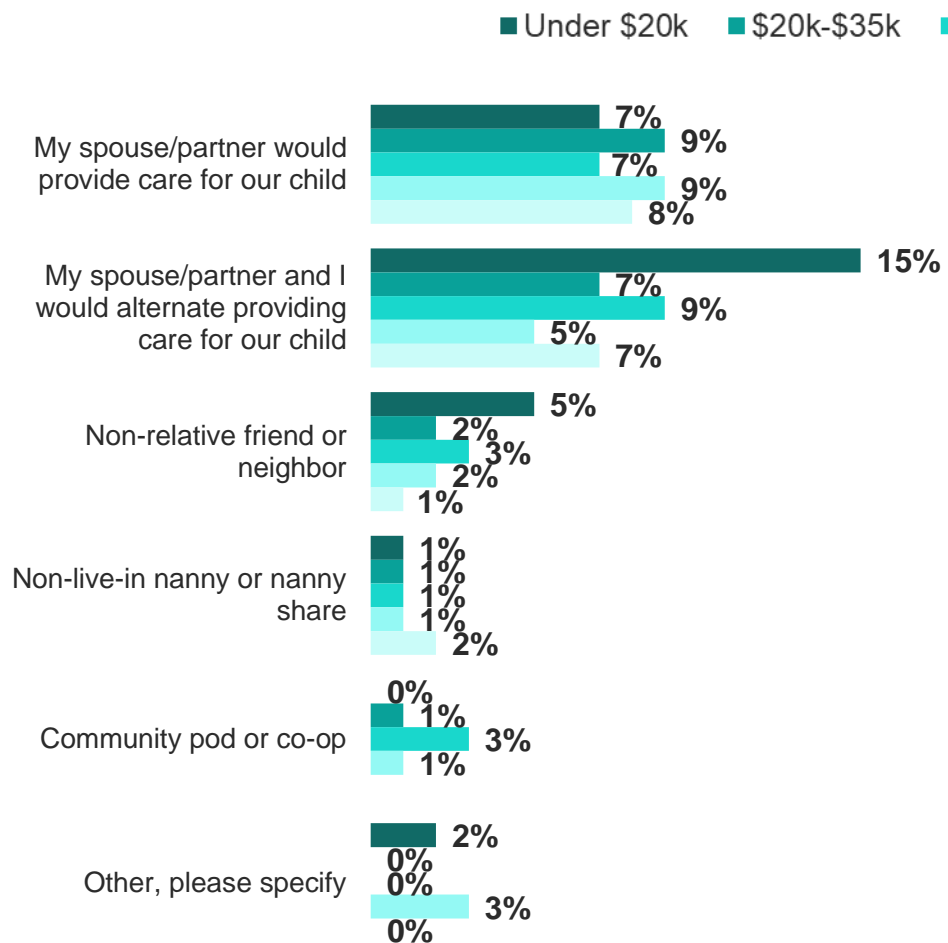


IDEAL CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Among less-preferred child care arrangements there were no significant differences between ideal child care arrangement between January and December 2020 across income levels.

Thinking back to January 2020, if all types of child care arrangements were equally priced and equally accessible to your family, what would have been your ideal child care arrangement for your youngest child?

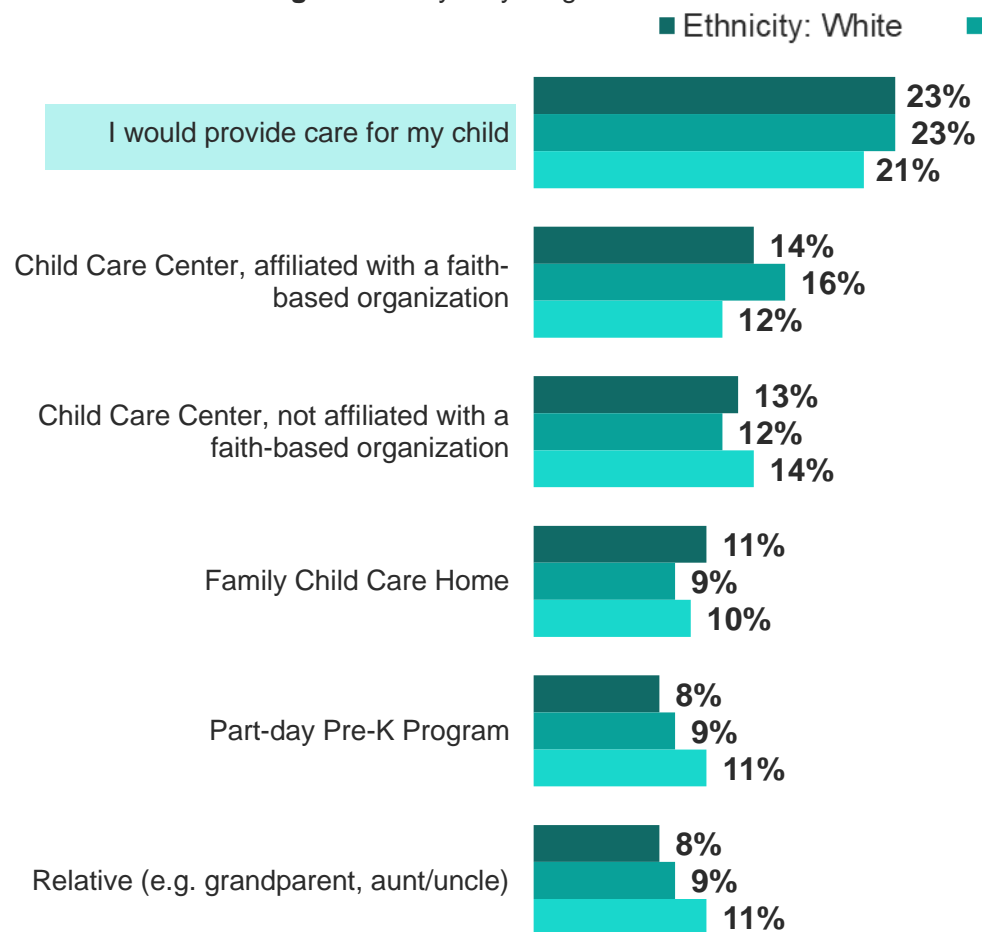
Right now, during COVID-19, if all types of arrangements were equally priced and equally accessible to your family, what would be your ideal child care arrangement for your youngest child?



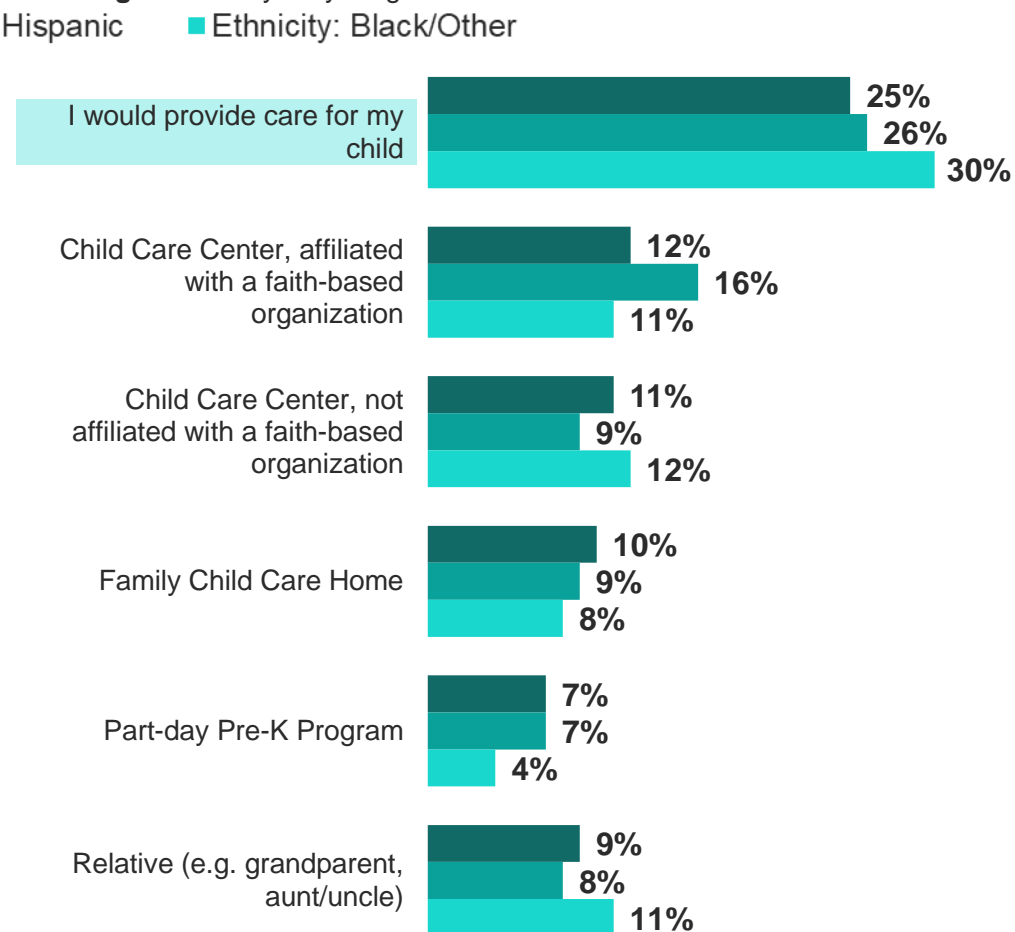
IDEAL CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

There was a 9% increase among Black parents and other parents of color between January and December 2020 who say their ideal care arrangement is to provide care themselves for their youngest child.

Thinking back to January 2020, if all types of child care arrangements were equally priced and equally accessible to your family, what would have been your ideal child care arrangement for your youngest child?



Right now, during COVID-19, if all types of arrangements were equally priced and equally accessible to your family, what would be your ideal child care arrangement for your youngest child?



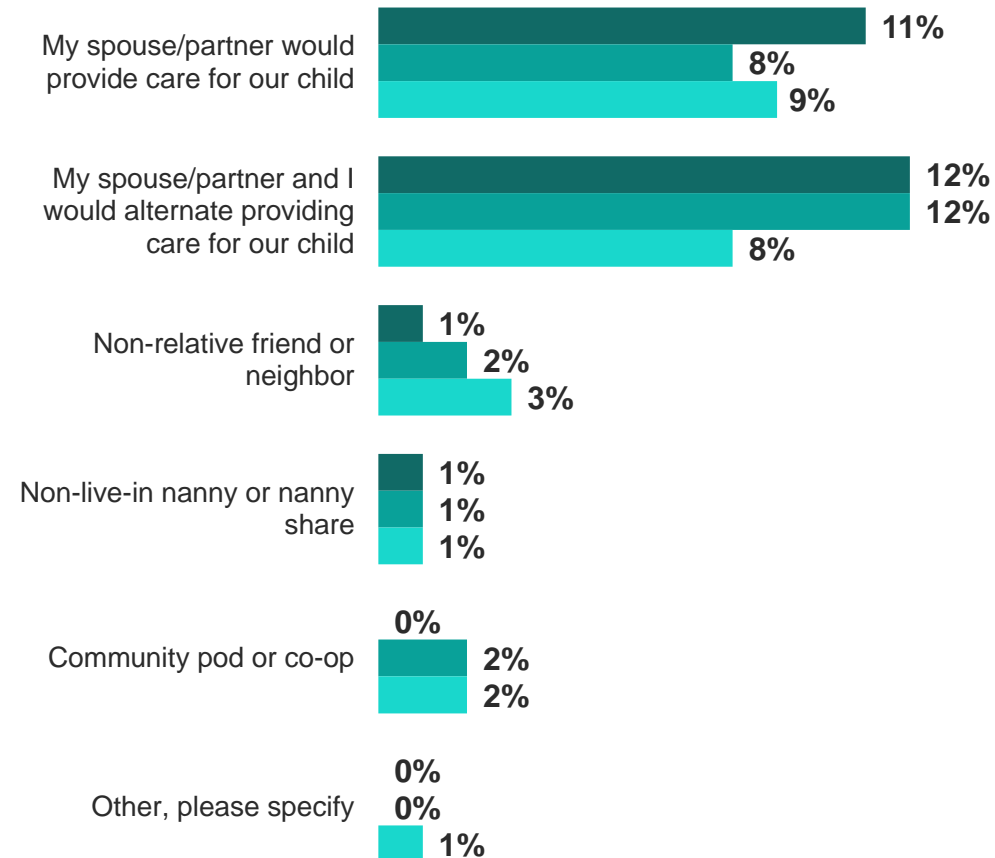
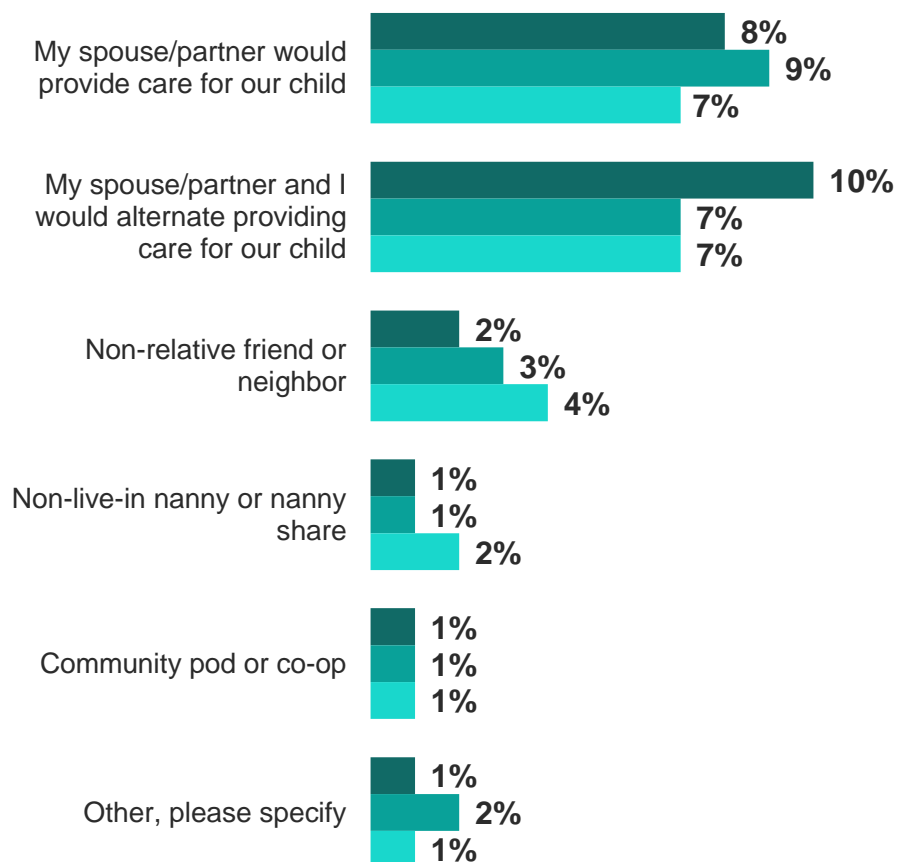
IDEAL CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Among less-preferred child care arrangements, there were no significant differences between January and December 2020 across racial and ethnic groups.

Thinking back to January 2020, if all types of child care arrangements were equally priced and equally accessible to your family, what would have been your **ideal child care arrangement** for your youngest child?

Right now, during COVID-19, if all types of arrangements were equally priced and equally accessible to your family, what would be your **ideal child care arrangement** for your youngest child?

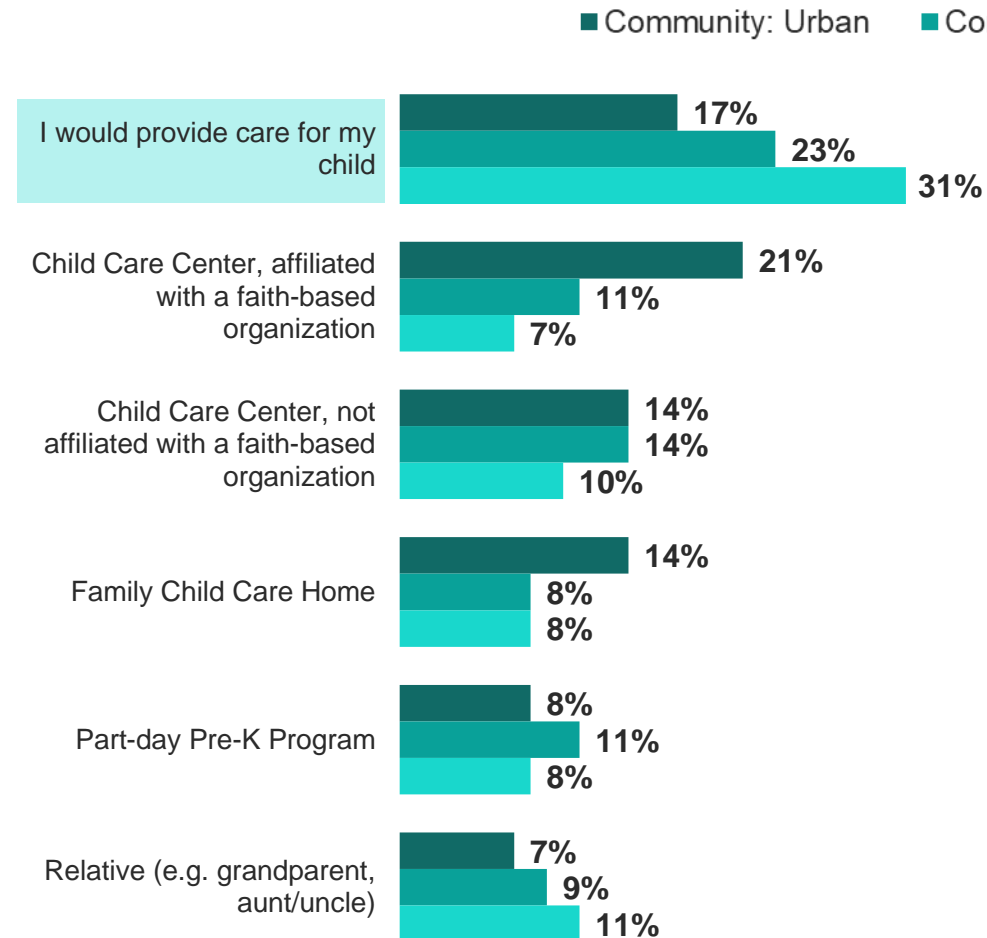
■ Ethnicity: White ■ Ethnicity: Hispanic ■ Ethnicity: Black/Other



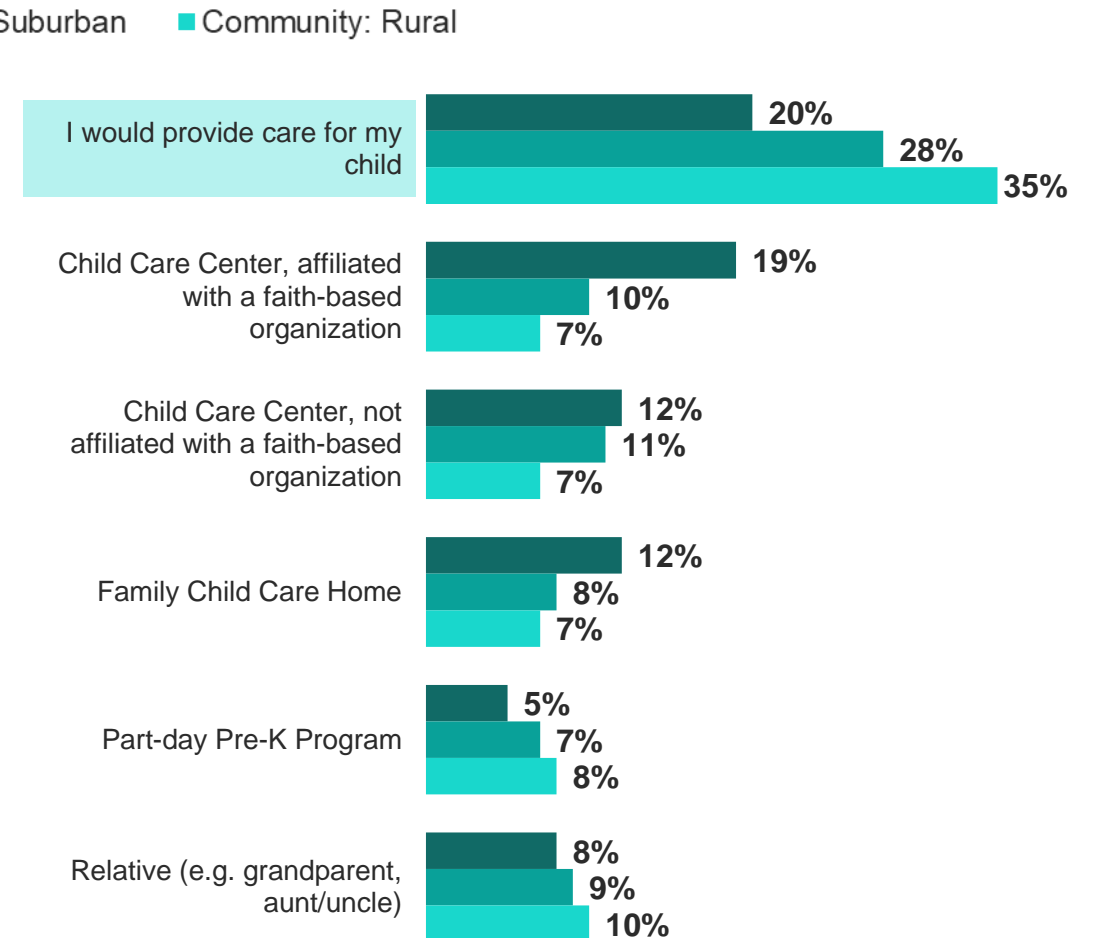
IDEAL CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Rural parents are more likely than suburban and urban parents to indicate their ideal care arrangement in January and December 2020 is providing care themselves.

Thinking back to January 2020, if all types of child care arrangements were equally priced and equally accessible to your family, what would have been your ideal child care arrangement for your youngest child?



Right now, during COVID-19, if all types of arrangements were equally priced and equally accessible to your family, what would be your ideal child care arrangement for your youngest child?





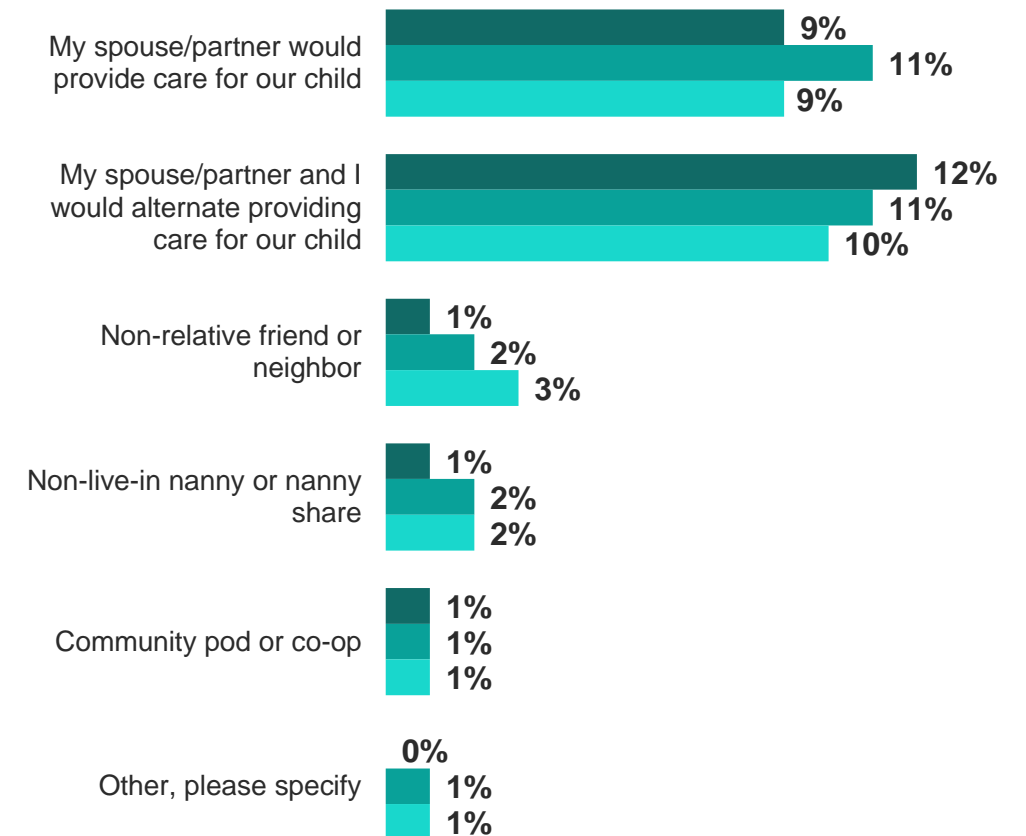
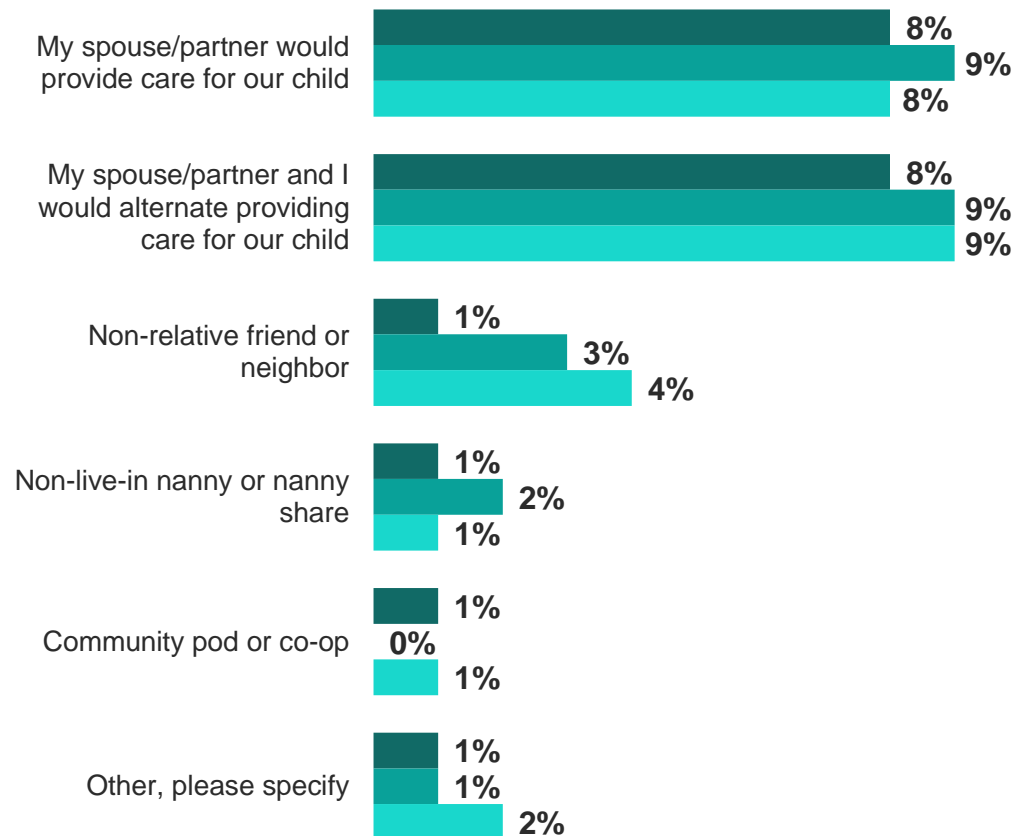
IDEAL CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Among less-preferred child care arrangements, there were no significant differences between January and December 2020 across community types.

Thinking back to January 2020, if all types of child care arrangements were equally priced and equally accessible to your family, what would have been your ideal child care arrangement for your youngest child?

Right now, during COVID-19, if all types of arrangements were equally priced and equally accessible to your family, what would be your ideal child care arrangement for your youngest child?

Community: Urban    Community: Suburban    Community: Rural



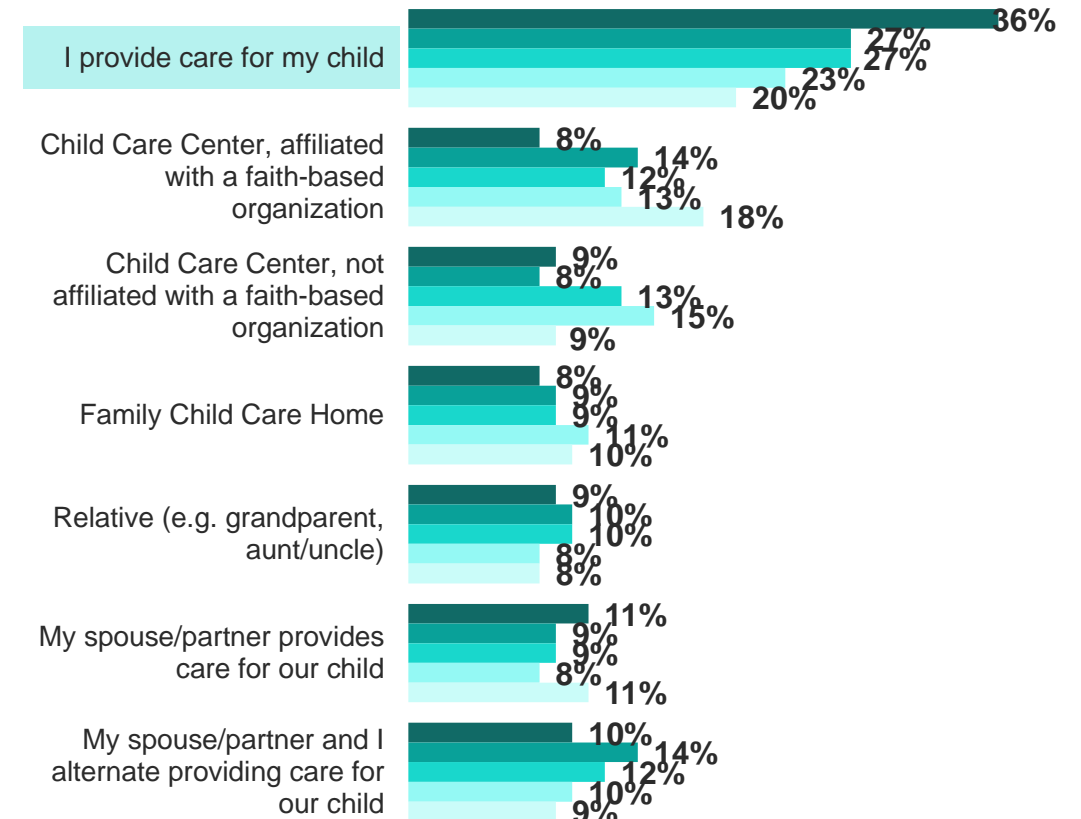
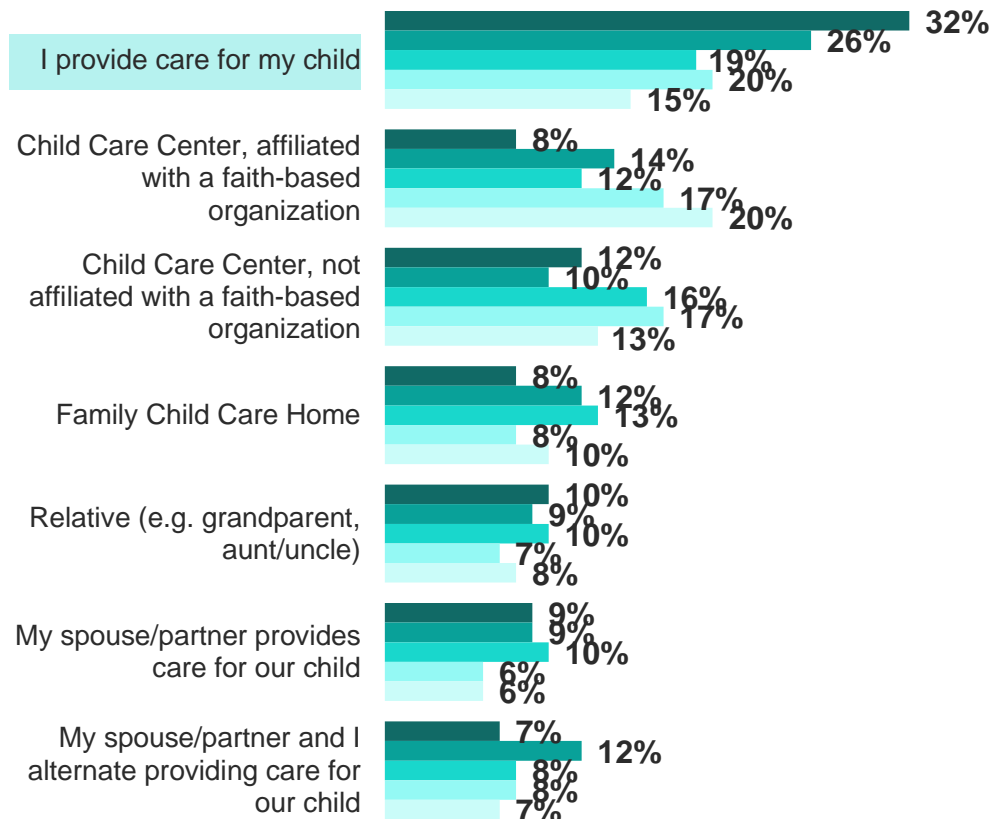
IDEAL CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Parents with a younger child are more likely to say providing care themselves is their ideal care arrangement in January and December 2020.

Thinking back to January 2020, if all types of child care arrangements were equally priced and equally accessible to your family, what would have been your ideal child care arrangement for your youngest child?

Right now, during COVID-19, if all types of arrangements were equally priced and equally accessible to your family, what would be your ideal child care arrangement for your youngest child?

■ Age of Youngest Child: <1 ■ Age of Youngest Child: 1 ■ Age of Youngest Child: 2 ■ Age of Youngest Child: 3 ■ Age of Youngest Child: 4



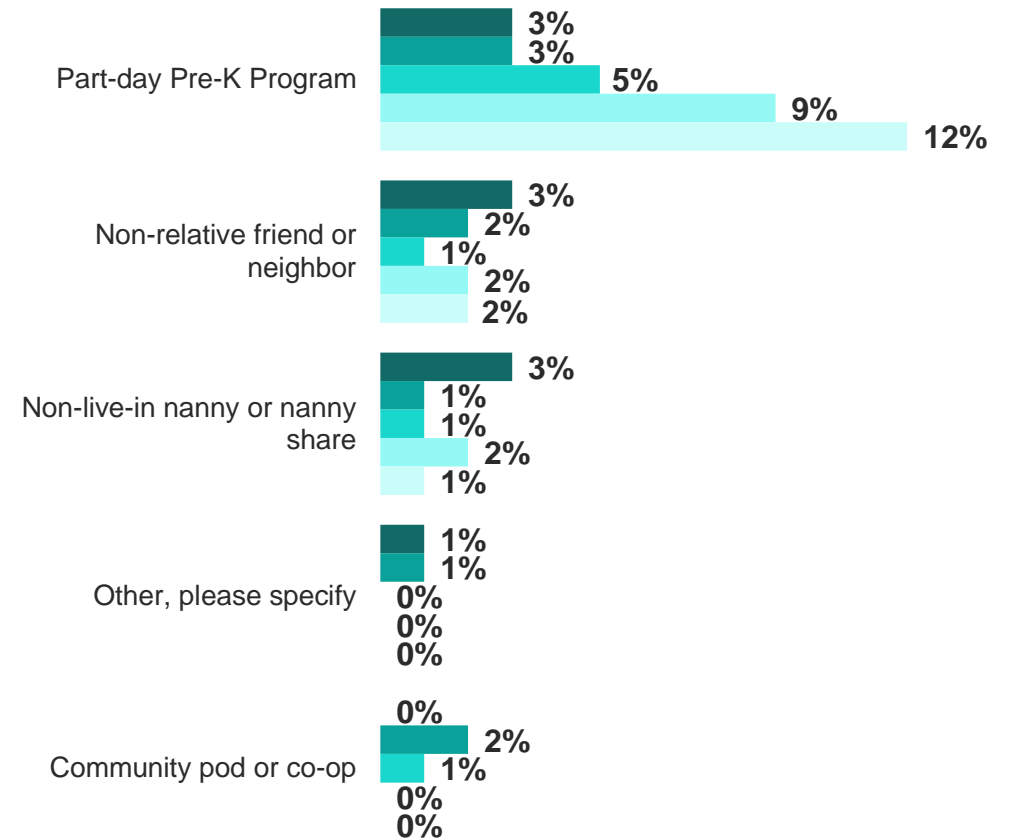
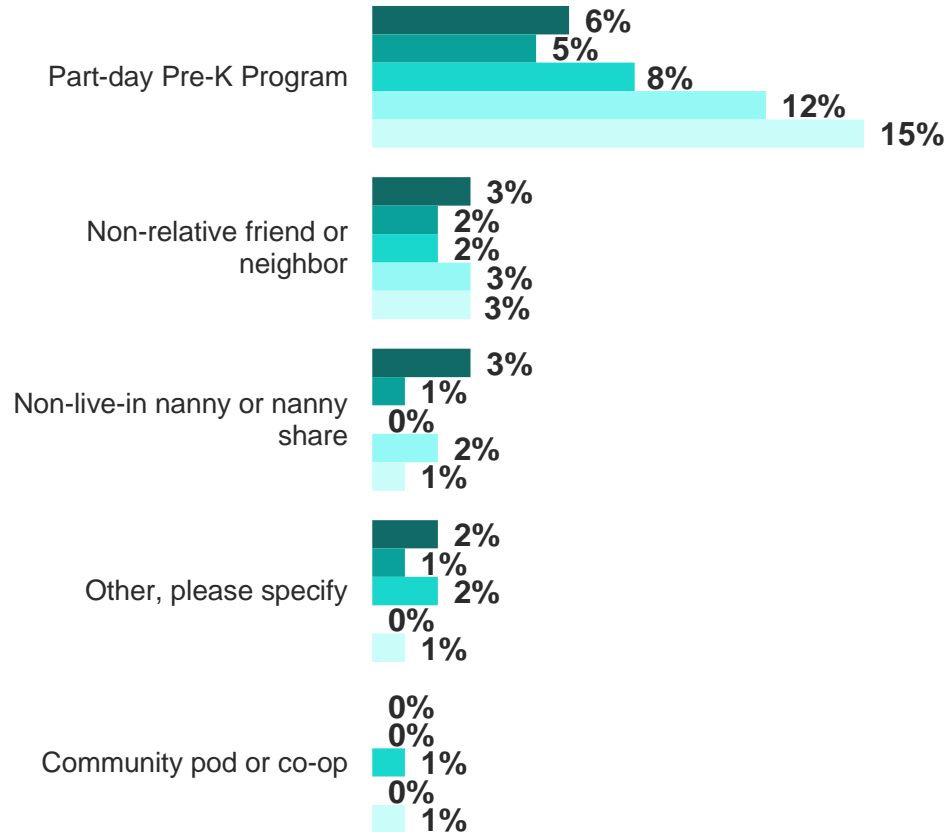
IDEAL CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Among less-preferred child care arrangements, there were no significant differences between January and December 2020 across age of youngest child.

Thinking back to January 2020, if all types of child care arrangements were equally priced and equally accessible to your family, what would have been your ideal child care arrangement for your youngest child?

Right now, during COVID-19, if all types of arrangements were equally priced and equally accessible to your family, what would be your ideal child care arrangement for your youngest child?

■ Age of Youngest Child: <1 ■ Age of Youngest Child: 1 ■ Age of Youngest Child: 2 ■ Age of Youngest Child: 3 ■ Age of Youngest Child: 4



## IDEAL CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

A majority of parents using a formal child care arrangement in January 2020 reported that they were using their ideal child care arrangement for their youngest child at that time.

**Ideal January 2020 Child Care Provider Among Those Who Were Using Arrangement In January 2020**

January 2020 Child Care Provider	Child Care Center, affiliated with a faith-based organization	Child Care Center, not affiliated with a faith-based organization	Family Child Care Home	Part-day Pre-K Program	Relative (e.g. grandparent, aunt/uncle)	I provide care for my child	My spouse/partner provides care for our child	My spouse/partner and I alternate providing care for our child	Head Start Program
<i>Jan. 2020 Child Care Provider N Size</i>	197	184	162	81	131	345	114	123	61
<b>Child Care Center, affiliated with a faith-based organization</b>	75%	6%	4%	9%	6%	4%	1%	4%	8%
<b>Child Care Center, not affiliated with a faith-based organization</b>	8%	68%	4%	9%	11%	3%	5%	3%	7%
<b>Family Child Care Home</b>	5%	5%	62%	7%	2%	3%	2%	3%	15%
<b>Part-day Pre-K Program</b>	3%	6%	5%	56%	6%	7%	4%	7%	22%
<b>Relative (e.g. grandparent, aunt/uncle)</b>	2%	2%	4%	6%	56%	5%	5%	6%	10%
<b>I would provide care for my child</b>	4%	6%	14%	8%	9%	65%	8%	13%	20%
<b>My spouse/partner would provide care for our child</b>	3%	2%	4%	1%	5%	4%	55%	12%	8%
<b>My spouse/partner and I would alternate providing care for our child</b>	1%	4%	0%	3%	4%	7%	19%	45%	1%

Ideal January 2020 Child Care Provider

## IDEAL CHILD CARE ARRANGEMENTS BEFORE & DURING COVID-19

Similarly, a majority of parents using a formal child care arrangement in December 2020, excluding part-day Pre-K, reported the child care arrangement they are currently using would be their ideal current child care arrangement for their youngest child.

**Ideal Current Child Care Provider Among Those Who Are Currently Using Provider**

Current Child Care Provider	Child Care Center, affiliated with a faith-based organization	Child Care Center, not affiliated with a faith-based organization	Family Child Care Home	Part-day Pre-K Program	Relative (e.g. grandparent, aunt/uncle)	I provide care for my child	My spouse/partner provides care for our child	My spouse/partner and I alternate providing care for our child	Head Start Program
<i>Current Child Care Provider N Size</i>	182	132	140	83	109	434	158	141	51
<b>Child Care Center, affiliated with a faith-based organization</b>	77%	7%	4%	8%	3%	3%	2%	8%	2%
<b>Child Care Center, not affiliated with a faith-based organization</b>	4%	67%	8%	6%	3%	4%	5%	6%	5%
<b>Family Child Care Home</b>	5%	5%	58%	11%	0%	3%	3%	3%	18%
<b>Part-day Pre-K Program</b>	2%	6%	6%	40%	7%	3%	4%	4%	12%
<b>Relative (e.g. grandparent, aunt/uncle)</b>	1%	1%	5%	5%	74%	3%	4%	12%	7%
<b>I would provide care for my child</b>	2%	9%	10%	11%	8%	73%	5%	6%	19%
<b>My spouse/partner would provide care for our child</b>	6%	3%	5%	11%	1%	3%	52%	7%	14%
<b>My spouse/partner and I would alternate providing care for our child</b>	2%	2%	4%	3%	3%	6%	23%	53%	14%

Ideal Current Child Care Provider

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## Important Factors For Selecting Child Care Before & During COVID-19

- 1 Cleanliness/prevention of illness (52%) and trust in child care provider (51%) were the most important factors to parents when selecting a child care arrangement in January 2020.

  - These remained the most important factors when selecting a child care arrangement during COVID-19.
- 2 Across demographic groups, cleanliness/prevention of illness and trust in child care provider were the most important factors to parents when selecting a child care arrangement in January and December 2020. Key differences across demographic groups include:

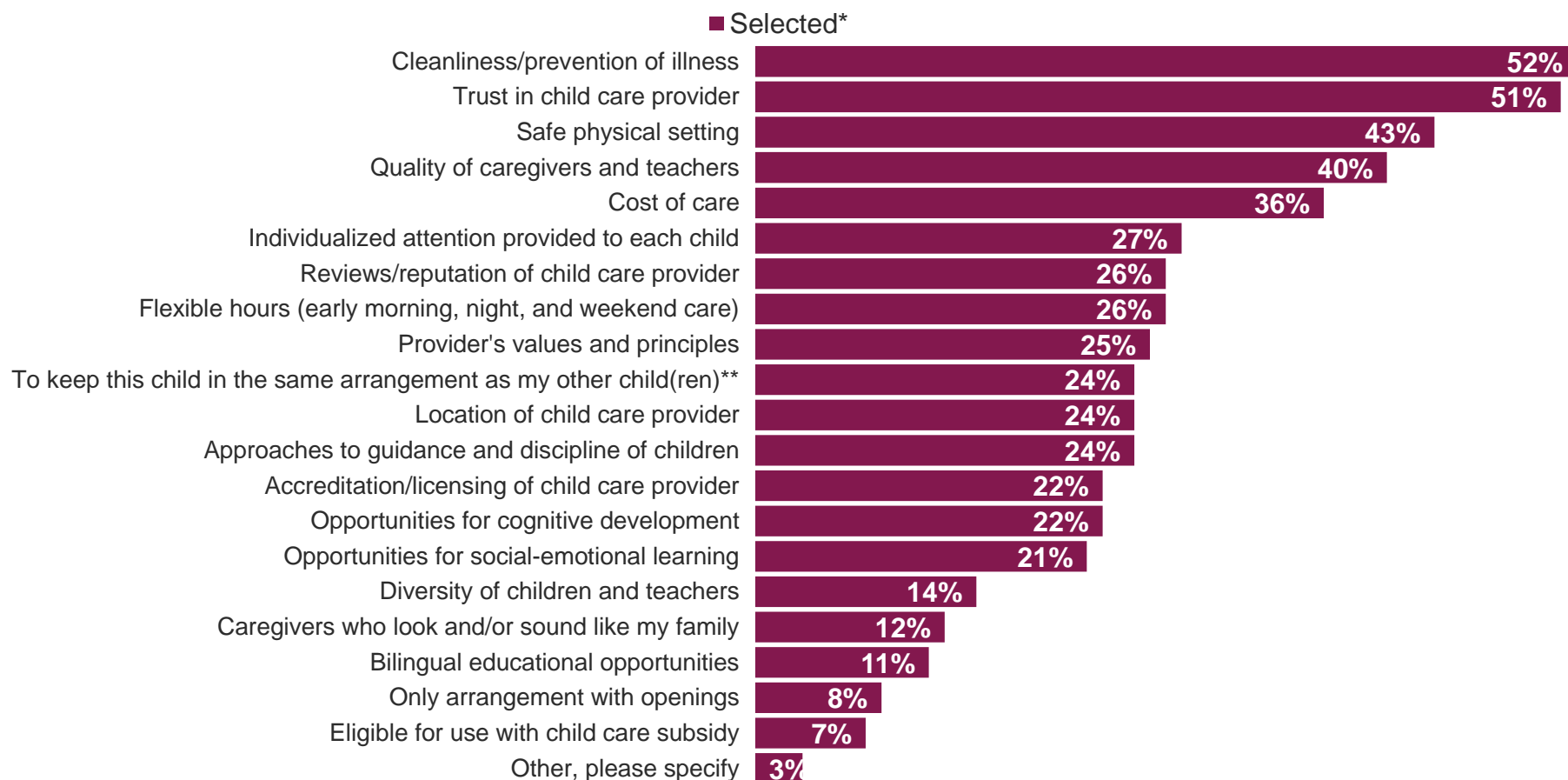
  - Parents with a lower income level are more likely to say cleanliness/prevention of illness and cost of care were important factors when choosing a child care arrangement in January 2020 and December 2020.
  - Parents who are Black/other are more likely than Hispanic and white parents to say cleanliness and prevention of illness was an important factor when choosing a care arrangement in January 2020 and December 2020.
- 3 While a third of parents (35%) say they did not have to compromise on their child care arrangement in January 2020, a fifth said they had to compromise on cost of care (23%), flexible hours (22%), location (18%), and qualification of caregivers and teachers (17%).

  - Parents using a formal child care arrangement are more likely than parents using an informal child care arrangement to say they had to compromise when selecting a care arrangement in January 2020.

## IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

Cleanliness/prevention of illness (52%) and trust in child care provider (51%) were the most important factors to parents when selecting a child care arrangement in January 2020.

Thinking back to the child care arrangement you used for your youngest child in **January 2020**, what were the most important factors in choosing this type of child care arrangement? Please select the 5 most important factors.



\*Percentages add up to over 100% as parents selected 5 most important measures.

\*\*Only shown to those with more than one child under 5, n=488

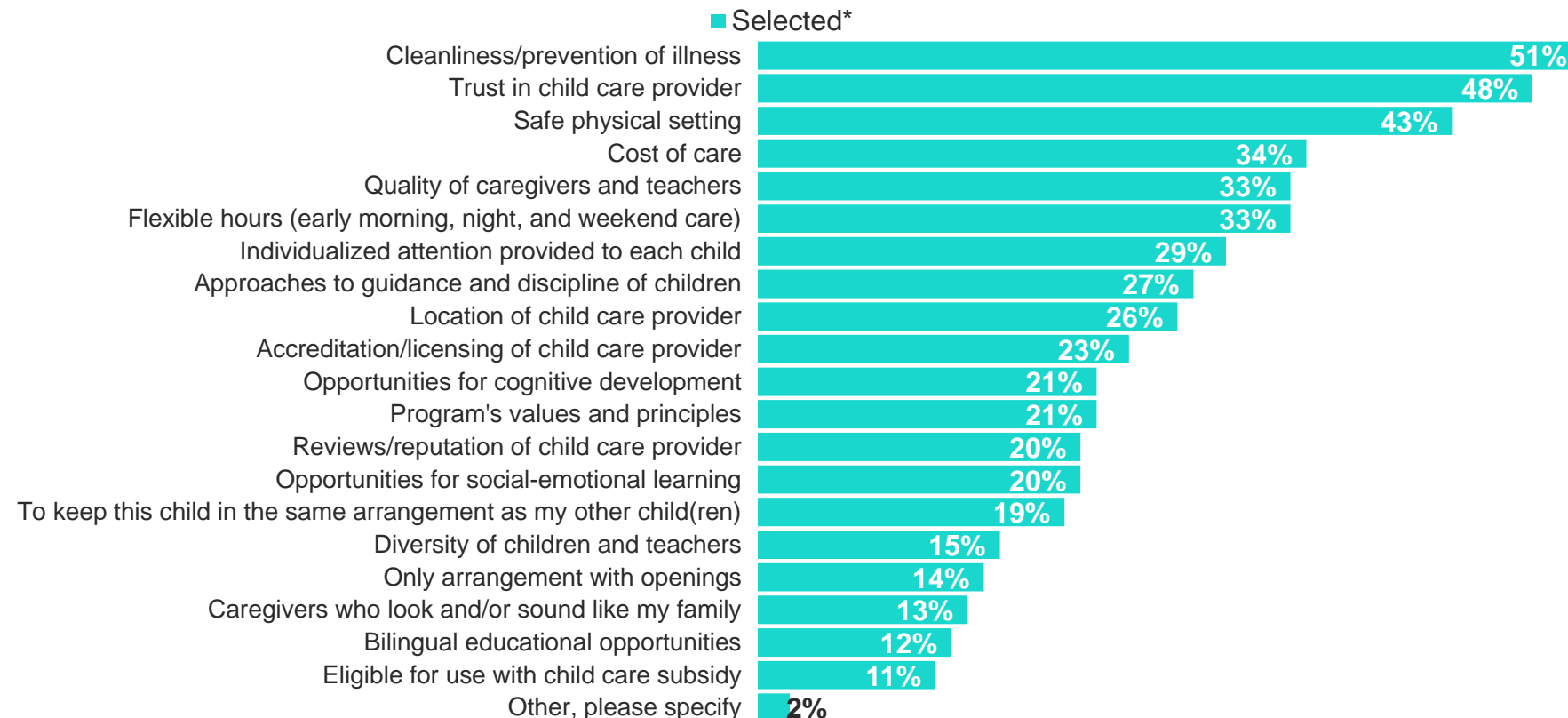


IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

Similarly, among parents who changed child care providers between January and December 2020, cleanliness/prevention of illness (51%) and trust in child care provider (48%) are the most important factors when selecting a child care arrangement during COVID-19.

Thinking about the child care arrangement you currently use for your youngest **child during COVID-19**, what were the most important factors in selecting this child care arrangement? Please select the 5 most important reasons.

Parents who changed child care providers between January and current, n=481



\*Percentages add up to over 100% as parents selected 5 most important measures.

\*\*Only shown to those with more than one child under 5, n=167

## IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

While women are more likely than men to say cleanliness, trust in provider, safe setting, and cost of care were important factors, men were more likely than women to say quality of caregivers was an important factor.

Thinking back to the child care arrangement you used for your youngest child in **January 2020**, what were the most important factors in choosing this type of child care arrangement? Please select the 5 most important factors.

Most Important* Factors For Child Care Arrangement In January By Gender			
	Parents	Gender: Male	Gender: Female
Cleanliness/prevention of illness	52%	48%	55%
Trust in child care provider	51%	47%	55%
Safe physical setting	43%	37%	48%
Quality of caregivers and teachers	40%	43%	37%
Cost of care	36%	31%	40%
Individualized attention provided to each child	27%	24%	29%
Reviews/reputation of child care provider	26%	26%	26%
Flexible hours (early morning, night, and weekend care)	26%	28%	24%
Provider's values and principles	25%	27%	23%
To keep this child in the same arrangement as my other child(ren)**	24%	19%	27%
Location of child care provider	24%	24%	24%
Approaches to guidance and discipline of children	24%	26%	21%
Accreditation/licensing of child care provider	22%	22%	22%
Opportunities for cognitive development	22%	22%	21%
Opportunities for social-emotional learning	21%	22%	19%
Diversity of children and teachers	14%	18%	10%
Caregivers who look and/or sound like my family	12%	14%	10%
Bilingual educational opportunities	11%	14%	8%
Only arrangement with openings	8%	10%	7%
Eligible for use with child care subsidy	7%	9%	6%

\*Percentages add up to over 100% as parents selected 5 most important measures.

\*\*Only shown to those with more than one child under 5, n=488

## IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

Older parents are more likely to say trust in child care provider and quality of caregivers and teachers were important factors when selecting a child care provider in January 2020.

Thinking back to the child care arrangement you used for your youngest child in **January 2020**, what were the most important factors in choosing this type of child care arrangement? Please select the 5 most important factors.

Most Important* Factors For Child Care Arrangement In January By Age of Parent				
	Parents	Age: 18-34	Age: 35-44	Age: 45+
Cleanliness/prevention of illness	52%	51%	54%	46%
Trust in child care provider	51%	54%	46%	62%
Safe physical setting	43%	44%	42%	41%
Quality of caregivers and teachers	40%	37%	43%	46%
Cost of care	36%	36%	35%	31%
Individualized attention provided to each child	27%	26%	27%	33%
Reviews/reputation of child care provider	26%	27%	25%	21%
Flexible hours (early morning, night, and weekend care)	26%	27%	26%	16%
Provider's values and principles	25%	24%	26%	32%
To keep this child in the same arrangement as my other child(ren)**	24%	21%	26%	44%
Location of child care provider	24%	24%	24%	20%
Approaches to guidance and discipline of children	24%	23%	24%	26%
Accreditation/licensing of child care provider	22%	24%	18%	25%
Opportunities for cognitive development	22%	20%	23%	20%
Opportunities for social-emotional learning	21%	18%	25%	21%
Diversity of children and teachers	14%	14%	14%	16%
Caregivers who look and/or sound like my family	12%	11%	12%	14%
Bilingual educational opportunities	11%	10%	13%	8%
Only arrangement with openings	8%	10%	7%	4%
Eligible for use with child care subsidy	7%	9%	5%	7%

\*Percentages add up to over 100% as parents selected 5 most important measures.

\*\*Only shown to those with more than one child under 5, n=488

## IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

Parents with a lower income level are more likely to say cleanliness/prevention of illness and cost of care were important factors when choosing a child care arrangement in January 2020.

Thinking back to the child care arrangement you used for your youngest child in **January 2020**, what were the most important factors in choosing this type of child care arrangement? Please select the 5 most important factors.

Most Important* Factors For Child Care Arrangement In January By Income Level				
	Parents	Income: Under 50k	Income: 50k-100k	Income: 100k+
Cleanliness/prevention of illness	52%	56%	50%	45%
Trust in child care provider	51%	54%	50%	46%
Safe physical setting	43%	48%	42%	32%
Quality of caregivers and teachers	40%	39%	36%	48%
Cost of care	36%	40%	36%	22%
Individualized attention provided to each child	27%	26%	30%	26%
Reviews/reputation of child care provider	26%	25%	24%	29%
Flexible hours (early morning, night, and weekend care)	26%	28%	23%	24%
Provider's values and principles	25%	24%	26%	28%
To keep this child in the same arrangement as my other child(ren)**	24%	24%	26%	19%
Location of child care provider	24%	24%	26%	21%
Approaches to guidance and discipline of children	24%	22%	24%	27%
Accreditation/licensing of child care provider	22%	20%	23%	24%
Opportunities for cognitive development	22%	20%	22%	25%
Opportunities for social-emotional learning	21%	17%	23%	28%
Diversity of children and teachers	14%	13%	11%	19%
Caregivers who look and/or sound like my family	12%	11%	13%	14%
Bilingual educational opportunities	11%	8%	12%	17%
Only arrangement with openings	8%	7%	11%	9%
Eligible for use with child care subsidy	7%	7%	6%	11%

\*Percentages add up to over 100% as parents selected 5 most important measures.

\*\*Only shown to those with more than one child under 5, n=488

## IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

Thinking about January 2020, trust in child care provider was a more important factor to rural parents (62%) than it was to suburban (52%) and urban parents (45%).

Thinking back to the child care arrangement you used for your youngest child in **January 2020**, what were the most important factors in choosing this type of child care arrangement? Please select the 5 most important factors.

Most Important* Factors For Child Care Arrangement In January By Community Type				
	Parents	Community: Urban	Community: Suburban	Community: Rural
Cleanliness/prevention of illness	52%	46%	57%	55%
Trust in child care provider	51%	45%	52%	62%
Safe physical setting	43%	38%	46%	48%
Quality of caregivers and teachers	40%	42%	39%	37%
Cost of care	36%	32%	38%	39%
Individualized attention provided to each child	27%	24%	31%	26%
Reviews/reputation of child care provider	26%	23%	29%	25%
Flexible hours (early morning, night, and weekend care)	26%	28%	23%	27%
Provider's values and principles	25%	26%	25%	23%
To keep this child in the same arrangement as my other child(ren)**	24%	22%	28%	22%
Location of child care provider	24%	24%	20%	29%
Approaches to guidance and discipline of children	24%	25%	20%	27%
Accreditation/licensing of child care provider	22%	23%	24%	17%
Opportunities for cognitive development	22%	23%	24%	16%
Opportunities for social-emotional learning	21%	20%	25%	15%
Diversity of children and teachers	14%	21%	10%	8%
Caregivers who look and/or sound like my family	12%	13%	10%	13%
Bilingual educational opportunities	11%	15%	10%	5%
Only arrangement with openings	8%	11%	5%	9%
Eligible for use with child care subsidy	7%	11%	4%	6%

\*Percentages add up to over 100% as parents selected 5 most important measures.

\*\*Only shown to those with more than one child under 5, n=488

## IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

Black parents and other parents of color are more likely than Hispanic and white parents to say cleanliness and prevention of illness was an important factor when choosing a care arrangement in January 2020.

Thinking back to the child care arrangement you used for your youngest child in **January 2020**, what were the most important factors in choosing this type of child care arrangement? Please select the 5 most important factors.

Most Important* Factors For Child Care Arrangement In January By Racial And Ethnic Group				
	Parents	Ethnicity: White	Ethnicity: Hispanic	Ethnicity: Black/Other
Cleanliness/prevention of illness	52%	49%	49%	63%
Trust in child care provider	51%	55%	49%	43%
Safe physical setting	43%	43%	40%	45%
Quality of caregivers and teachers	40%	40%	34%	46%
Cost of care	36%	36%	31%	41%
Individualized attention provided to each child	27%	28%	25%	26%
Reviews/reputation of child care provider	26%	23%	29%	30%
Flexible hours (early morning, night, and weekend care)	26%	25%	31%	23%
Provider's values and principles	25%	25%	27%	23%
To keep this child in the same arrangement as my other child(ren)**	24%	24%	24%	22%
Location of child care provider	24%	25%	23%	21%
Approaches to guidance and discipline of children	24%	27%	22%	15%
Accreditation/licensing of child care provider	22%	22%	22%	23%
Opportunities for cognitive development	22%	22%	17%	26%
Opportunities for social-emotional learning	21%	23%	16%	19%
Diversity of children and teachers	14%	12%	20%	15%
Caregivers who look and/or sound like my family	12%	12%	16%	9%
Bilingual educational opportunities	11%	9%	16%	11%
Only arrangement with openings	8%	6%	16%	6%
Eligible for use with child care subsidy	7%	8%	7%	6%

\*Percentages add up to over 100% as parents selected 5 most important measures.

\*\*Only shown to those with more than one child under 5, n=488

## IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

The most important factors when choosing a care arrangement do not differ significantly across the age of the parent's youngest child.

Thinking back to the child care arrangement you used for your youngest child in **January 2020**, what were the most important factors in choosing this type of child care arrangement? Please select the 5 most important factors.

Most Important* Factors For Child Care Arrangement In January By Age of Youngest Child						
	Parents	Age of Youngest: < 1	Age of Youngest: 1	Age of Youngest: 2	Age of Youngest: 3	Age of Youngest: 4
Cleanliness/prevention of illness	52%	54%	49%	46%	55%	57%
Trust in child care provider	51%	54%	51%	57%	47%	47%
Safe physical setting	43%	49%	40%	43%	45%	40%
Quality of caregivers and teachers	40%	39%	42%	35%	38%	45%
Cost of care	36%	36%	33%	38%	42%	30%
Individualized attention provided to each child	27%	26%	29%	29%	26%	25%
Reviews/reputation of child care provider	26%	27%	25%	23%	30%	25%
Flexible hours (early morning, night, and weekend care)	26%	24%	24%	30%	26%	26%
Provider's values and principles	25%	20%	27%	21%	25%	31%
Location of child care provider	24%	23%	25%	26%	22%	23%
Approaches to guidance and discipline of children	24%	19%	25%	24%	23%	26%
Accreditation/licensing of child care provider	22%	23%	23%	21%	23%	20%
Opportunities for cognitive development	22%	25%	19%	19%	20%	24%
Opportunities for social-emotional learning	21%	18%	20%	18%	20%	27%
Diversity of children and teachers	14%	14%	13%	14%	13%	15%
Caregivers who look and/or sound like my family	12%	11%	14%	12%	11%	12%
Bilingual educational opportunities	11%	10%	14%	11%	9%	10%
Only arrangement with openings	8%	5%	10%	12%	10%	5%
Eligible for use with child care subsidy	7%	7%	7%	7%	8%	7%

\*Percentages add up to over 100% as parents selected 5 most important measures.

## IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

Most Important\* Factors For Child Care Arrangement In January By January 2020 Child Care Arrangement

	Parents	Child Care Center, affiliated with a faith-based organization	Child Care Center, not affiliated with a faith-based organization	Family Child Care Home	Part-day Pre-K Program	Head Start Program	Relative (e.g. grandparent, aunt/uncle)	I provide care for my child	My spouse/partner provides care for our child	My spouse/partner and I alternate providing care for our child
Cleanliness/prevention of illness	52%	43%	52%	45%	49%	49%	56%	57%	64%	57%
Trust in child care provider	51%	42%	43%	49%	38%	43%	69%	55%	58%	49%
Safe physical setting	43%	34%	39%	41%	32%	35%	52%	52%	45%	42%
Quality of caregivers and teachers	40%	48%	52%	41%	53%	31%	24%	37%	30%	38%
Cost of care	36%	26%	39%	33%	27%	34%	46%	38%	36%	31%
Individualized attention provided to each child	27%	25%	17%	22%	31%	37%	30%	32%	31%	25%
Reviews/reputation of child care provider	26%	28%	28%	27%	29%	24%	18%	25%	25%	24%
Flexible hours (early morning, night, and weekend care)	26%	21%	29%	27%	18%	20%	40%	19%	34%	30%
Provider's values and principles	25%	34%	18%	32%	31%	23%	15%	26%	20%	30%
Location of child care provider	24%	21%	27%	28%	32%	28%	26%	21%	22%	21%
Approaches to guidance and discipline of children	24%	27%	21%	24%	20%	28%	20%	21%	22%	32%
Accreditation/licensing of child care provider	22%	20%	33%	20%	27%	25%	15%	22%	25%	19%
Opportunities for cognitive development	22%	32%	24%	18%	22%	20%	14%	23%	14%	24%
Opportunities for social-emotional learning	21%	29%	16%	25%	30%	26%	12%	19%	16%	23%
Diversity of children and teachers	14%	14%	21%	13%	18%	25%	7%	11%	14%	10%
Caregivers who look and/or sound like my family	12%	11%	10%	15%	14%	11%	14%	6%	13%	17%
Bilingual educational opportunities	11%	14%	11%	15%	5%	10%	13%	11%	4%	4%
Only arrangement with openings	8%	10%	8%	11%	9%	10%	11%	4%	8%	5%
Eligible for use with child care subsidy	7%	13%	7%	7%	7%	11%	3%	6%	8%	6%

\*Percentages add up to over 100% as parents selected 5 most important measures.



IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

While women are more likely than men to say cleanliness/prevention of illness, trust in provider, safe setting, and cost of care were important factors to selecting a child care arrangement during COVID-19, men are more likely than women to say quality of caregivers was an important factor.

Thinking about the child care arrangement you currently use for your youngest **child during COVID-19**, what were the most important factors in selecting this child care arrangement? Please select the 5 most important reasons.

Most Important* Factors For Child Care Arrangement During COVID-19 By Gender			
	Parents	Gender: Male	Gender: Female
Cleanliness/prevention of illness	51%	43%	57%
Trust in child care provider	48%	44%	51%
Safe physical setting	43%	39%	47%
Cost of care	34%	25%	42%
Quality of caregivers and teachers	33%	37%	29%
Flexible hours (early morning, night, and weekend care)	33%	27%	38%
Individualized attention provided to each child	29%	28%	29%
Approaches to guidance and discipline of children	27%	34%	22%
Location of child care provider	26%	26%	26%
Accreditation/licensing of child care provider	23%	30%	17%
Opportunities for cognitive development	21%	21%	20%
Program's values and principles	21%	24%	18%
Reviews/reputation of child care provider	20%	20%	20%
Opportunities for social-emotional learning	20%	25%	16%
To keep this child in the same arrangement as my other child(ren)**	19%	10%	25%
Diversity of children and teachers	15%	21%	9%
Only arrangement with openings	14%	15%	12%
Caregivers who look and/or sound like my family	13%	11%	15%
Bilingual educational opportunities	12%	12%	11%
Eligible for use with child care subsidy	11%	14%	8%

\*Percentages add up to over 100% as parents selected 5 most important measures.

\*\*Only shown to those with more than one child under 5, n=488

IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

Parents with a lower income level are more likely to say cleanliness/prevention of illness was an important factor when choosing a child care arrangement in COVID-19.

Thinking about the child care arrangement you currently use for your youngest **child during COVID-19**, what were the most important factors in selecting this child care arrangement? Please select the 5 most important reasons.

Most Important* Factors For Child Care Arrangement During COVID-19 By Income Level				
	Parents	Income: Under 50k	Income: 50k-100k	Income: 100k+
Cleanliness/prevention of illness	51%	55%	48%	42%
Trust in child care provider	48%	48%	50%	45%
Safe physical setting	43%	49%	36%	37%
Cost of care	34%	42%	31%	17%
Quality of caregivers and teachers	33%	29%	35%	40%
Flexible hours (early morning, night, and weekend care)	33%	30%	32%	42%
Individualized attention provided to each child	29%	27%	37%	20%
Approaches to guidance and discipline of children	27%	24%	30%	32%
Location of child care provider	26%	26%	29%	21%
Accreditation/licensing of child care provider	23%	21%	23%	28%
Opportunities for cognitive development	21%	20%	19%	25%
Program's values and principles	21%	15%	26%	29%
Reviews/reputation of child care provider	20%	19%	22%	20%
Opportunities for social-emotional learning	20%	20%	19%	22%
Diversity of children and teachers	15%	12%	16%	19%
Only arrangement with openings	14%	16%	11%	12%
Caregivers who look and/or sound like my family	13%	16%	10%	11%
Bilingual educational opportunities	12%	11%	9%	18%
Eligible for use with child care subsidy	11%	10%	11%	14%

\*Percentages add up to over 100% as parents selected 5 most important measures.

IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

Parents with a lower income level are more likely to say cost of care was an important factor when choosing a child care arrangement in COVID-19.

Thinking about the child care arrangement you currently use for your youngest **child during COVID-19**, what were the most important factors in selecting this child care arrangement? Please select the 5 most important reasons.

Most Important* Factors For Child Care Arrangement During COVID-19 By Income Level				
	Parents	Income: Under 50k	Income: 50k-100k	Income: 100k+
Cleanliness/prevention of illness	51%	55%	48%	42%
Trust in child care provider	48%	48%	50%	45%
Safe physical setting	43%	49%	36%	37%
Cost of care	34%	42%	31%	17%
Quality of caregivers and teachers	33%	29%	35%	40%
Flexible hours (early morning, night, and weekend care)	33%	30%	32%	42%
Individualized attention provided to each child	29%	27%	37%	20%
Approaches to guidance and discipline of children	27%	24%	30%	32%
Location of child care provider	26%	26%	29%	21%
Accreditation/licensing of child care provider	23%	21%	23%	28%
Opportunities for cognitive development	21%	20%	19%	25%
Program's values and principles	21%	15%	26%	29%
Reviews/reputation of child care provider	20%	19%	22%	20%
Opportunities for social-emotional learning	20%	20%	19%	22%
Diversity of children and teachers	15%	12%	16%	19%
Only arrangement with openings	14%	16%	11%	12%
Caregivers who look and/or sound like my family	13%	16%	10%	11%
Bilingual educational opportunities	12%	11%	9%	18%
Eligible for use with child care subsidy	11%	10%	11%	14%

\*Percentages add up to over 100% as parents selected 5 most important measures.

**IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19**

Half of rural parents (51%) said cost of care was an important factor when choosing a child care arrangement during COVID-19.

Thinking about the child care arrangement you currently use for your youngest **child during COVID-19**, what were the most important factors in selecting this child care arrangement? Please select the 5 most important reasons.

Most Important* Factors For Child Care Arrangement During COVID-19 By Community Type				
	Parents	Community: Urban	Community: Suburban	Community: Rural
Cleanliness/prevention of illness	51%	42%	57%	61%
Trust in child care provider	48%	44%	51%	51%
Safe physical setting	43%	41%	44%	45%
Cost of care	34%	27%	32%	51%
Quality of caregivers and teachers	33%	34%	33%	30%
Flexible hours (early morning, night, and weekend care)	33%	32%	30%	39%
Individualized attention provided to each child	29%	29%	34%	21%
Approaches to guidance and discipline of children	27%	34%	20%	25%
Location of child care provider	26%	26%	24%	27%
Accreditation/licensing of child care provider	23%	29%	15%	20%
Opportunities for cognitive development	21%	23%	20%	16%
Program's values and principles	21%	21%	17%	26%
Reviews/reputation of child care provider	20%	14%	29%	20%
Opportunities for social-emotional learning	20%	25%	14%	17%
Diversity of children and teachers	15%	18%	13%	10%
Only arrangement with openings	14%	16%	12%	10%
Caregivers who look and/or sound like my family	13%	12%	18%	8%
Bilingual educational opportunities	12%	13%	14%	7%
Eligible for use with child care subsidy	11%	10%	13%	9%

\*Percentages add up to over 100% as parents selected 5 most important measures.

IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

Black parents and other parents of color are more likely than Hispanic and white parents to say cleanliness and prevention of illness and trust in provider were important factors when choosing a child care arrangement in COVID-19.

Thinking about the child care arrangement you currently use for your youngest **child during COVID-19**, what were the most important factors in selecting this child care arrangement? Please select the 5 most important reasons.

Most Important Factors* For Child Care Arrangement During COVID-19 By Racial and Ethnic Group				
	Parents	Ethnicity: White	Ethnicity: Hispanic	Ethnicity: Black/Other
Cleanliness/prevention of illness	51%	49%	50%	55%
Trust in child care provider	48%	47%	46%	52%
Safe physical setting	43%	48%	31%	42%
Cost of care	34%	39%	23%	32%
Quality of caregivers and teachers	33%	35%	31%	29%
Flexible hours (early morning, night, and weekend care)	33%	33%	28%	36%
Individualized attention provided to each child	29%	27%	35%	27%
Approaches to guidance and discipline of children	27%	26%	36%	21%
Location of child care provider	26%	29%	19%	23%
Accreditation/licensing of child care provider	23%	19%	27%	29%
Opportunities for cognitive development	21%	21%	23%	18%
Program's values and principles	21%	20%	25%	19%
Reviews/reputation of child care provider	20%	20%	20%	21%
Opportunities for social-emotional learning	20%	19%	25%	17%
Diversity of children and teachers	15%	15%	10%	19%
Only arrangement with openings	14%	13%	21%	8%
Caregivers who look and/or sound like my family	13%	13%	16%	11%
Bilingual educational opportunities	12%	8%	14%	21%
Eligible for use with child care subsidy	11%	10%	12%	12%

\*Percentages add up to over 100% as parents selected 5 most important measures.

IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

Parents with children under the age of 1 are more likely to say flexible hours are an important factor when selecting a child care arrangement during COVID-19.

Thinking about the child care arrangement you currently use for your youngest **child during COVID-19**, what were the most important factors in selecting this child care arrangement? Please select the 5 most important reasons.

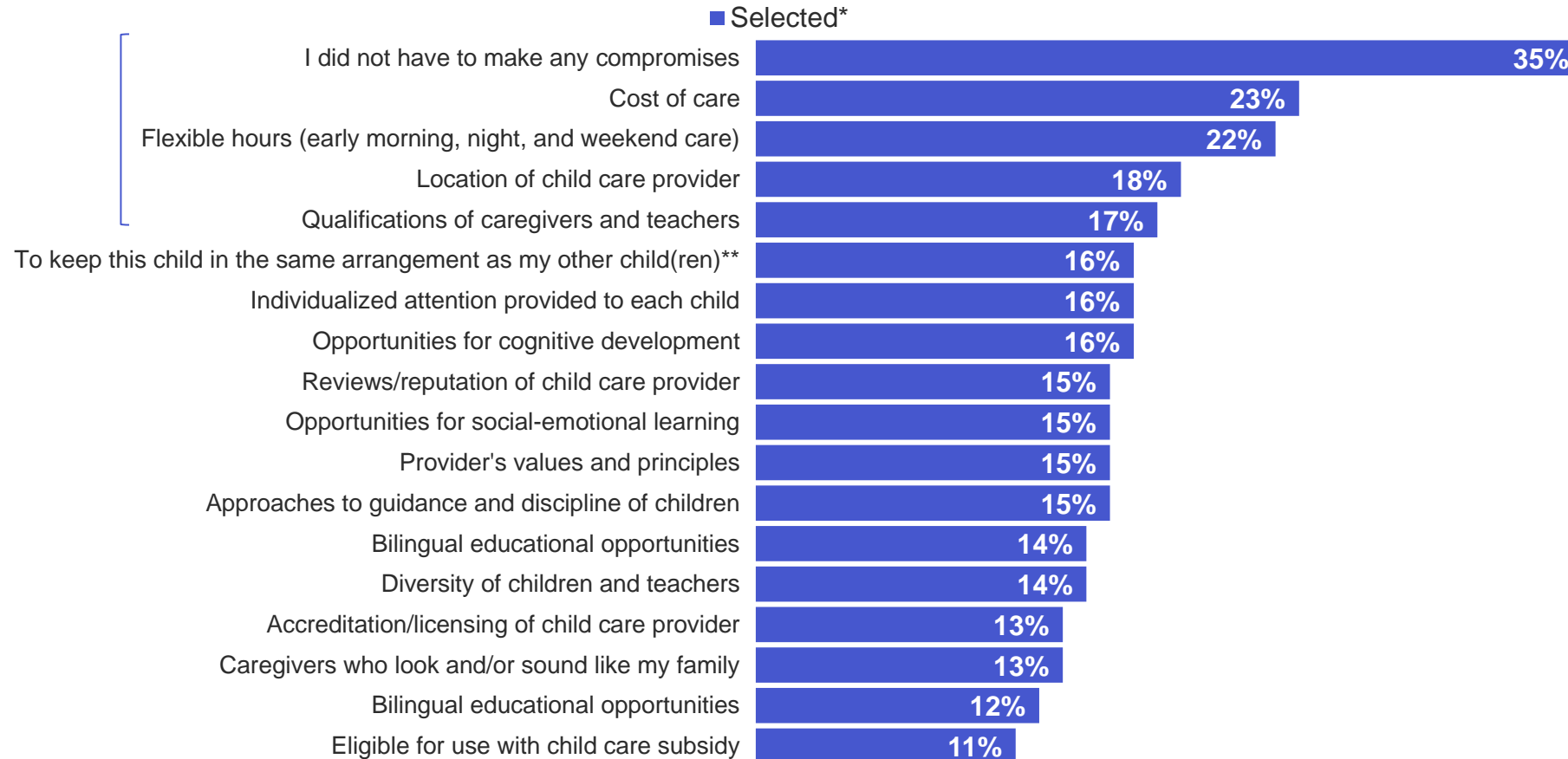
Most Important* Factors For Child Care Arrangement During COVID-19 By Age of Youngest Child						
	Parents	Age of Youngest: < 1	Age of Youngest: 1	Age of Youngest: 2	Age of Youngest: 3	Age of Youngest: 4
Cleanliness/prevention of illness	51%	58%	40%	47%	45%	63%
Trust in child care provider	48%	47%	44%	58%	40%	46%
Safe physical setting	43%	41%	51%	40%	47%	38%
Cost of care	34%	32%	41%	31%	36%	30%
Quality of caregivers and teachers	33%	30%	32%	26%	41%	39%
Flexible hours (early morning, night, and weekend care)	33%	41%	37%	28%	34%	27%
Individualized attention provided to each child	29%	28%	26%	33%	28%	28%
Approaches to guidance and discipline of children	27%	25%	26%	32%	27%	26%
Location of child care provider	26%	28%	27%	24%	32%	22%
Accreditation/licensing of child care provider	23%	17%	26%	22%	24%	23%
Opportunities for cognitive development	21%	35%	17%	17%	20%	18%
Program's values and principles	21%	13%	15%	25%	23%	26%
Reviews/reputation of child care provider	20%	23%	19%	17%	17%	25%
Opportunities for social-emotional learning	20%	18%	19%	25%	22%	16%
Diversity of children and teachers	15%	11%	16%	13%	10%	21%
Only arrangement with openings	14%	10%	16%	18%	12%	11%
Caregivers who look and/or sound like my family	13%	10%	18%	11%	14%	11%
Bilingual educational opportunities	12%	17%	11%	14%	12%	7%
Eligible for use with child care subsidy	11%	3%	9%	9%	13%	19%

\*Percentages add up to over 100% as parents selected 5 most important measures.

IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

While a third of parents (35%) say they did not have to compromise on their child care arrangement in January 2020, a fifth said they had to compromise on cost of care (23%), flexible hours (22%), location (18%), and qualification of caregivers and teachers (17%).

Thinking back to the child care arrangement you used for your youngest child in January 2020, did you have to compromise on any of the following characteristics? Please select all that apply.



\*Percentages add up to over 100% as parents selected all that apply  
 \*\*Only shown to those with more than one child under 5, n=488

## IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

Women are twice as likely as men to say they did not have to make any compromises when selecting a child care provider.

Thinking back to the child care arrangement you used for your youngest child in January 2020, did you have to compromise on any of the following characteristics? Please select all that apply.

Compromises* For Child Care Arrangement In January By Gender			
	Parents	Gender: Male	Gender: Female
I did not have to make any compromises	35%	24%	44%
Cost of care	23%	25%	21%
Flexible hours (early morning, night, and weekend care)	22%	26%	18%
Location of child care provider	18%	20%	16%
Qualifications of caregivers and teachers	17%	22%	14%
To keep this child in the same arrangement as my other child(ren)**	16%	20%	13%
Individualized attention provided to each child	16%	19%	14%
Opportunities for cognitive development	16%	21%	12%
Reviews/reputation of child care provider	15%	18%	12%
Opportunities for social-emotional learning	15%	18%	14%
Provider's values and principles	15%	20%	11%
Approaches to guidance and discipline of children	15%	18%	12%
Bilingual educational opportunities	14%	18%	11%
Diversity of children and teachers	14%	17%	11%
Accreditation/licensing of child care provider	13%	15%	12%
Caregivers who look and/or sound like my family	13%	19%	8%
Eligible for use with child care subsidy	10%	14%	7%

\*Percentages add up to over 100% as parents selected all that applied

\*\*Only shown to those with more than one child under 5, n=488



## IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

Parents with an income over \$100k are more likely than parents with a lower income level to say they did have to make compromises on their child care arrangement, referencing compromising on qualifications of caregivers and teachers (25%) and opportunities for cognitive development (26%).

Thinking back to the child care arrangement you used for your youngest child in January 2020, did you have to compromise on any of the following characteristics? Please select all that apply.

Compromises* For Child Care Arrangement In January By Income Level				
	Parents	Income: Under 50k	Income: 50k-100k	Income: 100k+
I did not have to make any compromises	35%	38%	36%	26%
Cost of care	23%	24%	22%	21%
Flexible hours (early morning, night, and weekend care)	22%	23%	20%	23%
Location of child care provider	18%	17%	17%	20%
Qualifications of caregivers and teachers	17%	15%	16%	25%
To keep this child in the same arrangement as my other child(ren)**	16%	16%	17%	15%
Individualized attention provided to each child	16%	15%	17%	17%
Opportunities for cognitive development	16%	13%	14%	26%
Reviews/reputation of child care provider	15%	14%	13%	20%
Opportunities for social-emotional learning	15%	15%	13%	21%
Provider's values and principles	15%	13%	16%	20%
Approaches to guidance and discipline of children	15%	13%	16%	17%
Bilingual educational opportunities	14%	12%	15%	18%
Diversity of children and teachers	14%	12%	14%	19%
Accreditation/licensing of child care provider	13%	15%	10%	16%
Caregivers who look and/or sound like my family	13%	9%	16%	19%
Eligible for use with child care subsidy	10%	7%	14%	14%

\*Percentages add up to over 100% as parents selected all that applied

\*\*Only shown to those with more than one child under 5, n=488

## IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

Suburban and rural parents are twice as likely as urban parents to say they did not have to make any compromises when selecting a child care arrangement in January 2020.

Thinking back to the child care arrangement you used for your youngest child in January 2020, did you have to compromise on any of the following characteristics? Please select all that apply.

Compromises* For Child Care Arrangement In January By Community Type				
	Parents	Community: Urban	Community: Suburban	Community: Rural
I did not have to make any compromises	35%	23%	43%	44%
Cost of care	23%	24%	22%	23%
Flexible hours (early morning, night, and weekend care)	22%	26%	19%	20%
Location of child care provider	18%	19%	17%	15%
Qualifications of caregivers and teachers	17%	22%	15%	13%
To keep this child in the same arrangement as my other child(ren)**	16%	16%	14%	18%
Individualized attention provided to each child	16%	20%	14%	11%
Opportunities for cognitive development	16%	21%	14%	9%
Reviews/reputation of child care provider	15%	18%	11%	16%
Opportunities for social-emotional learning	15%	20%	14%	10%
Provider's values and principles	15%	21%	12%	11%
Approaches to guidance and discipline of children	15%	21%	12%	9%
Bilingual educational opportunities	14%	19%	13%	6%
Diversity of children and teachers	14%	20%	12%	6%
Accreditation/licensing of child care provider	13%	16%	12%	12%
Caregivers who look and/or sound like my family	13%	20%	9%	8%
Eligible for use with child care subsidy	10%	14%	7%	8%

\*Percentages add up to over 100% as parents selected all that applied

\*\*Only shown to those with more than one child under 5, n=488

## IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

Urban parents were more likely than suburban and rural parents to say they compromised on qualification of caregivers and teachers when selecting a child care arrangement in January 2020.

Thinking back to the child care arrangement you used for your youngest child in January 2020, did you have to compromise on any of the following characteristics? Please select all that apply.

Compromises* For Child Care Arrangement In January By Community Type				
	<u>Parents</u>	<u>Community: Urban</u>	<u>Community: Suburban</u>	<u>Community: Rural</u>
<b>I did not have to make any compromises</b>	35%	23%	43%	44%
<b>Cost of care</b>	23%	24%	22%	23%
<b>Flexible hours (early morning, night, and weekend care)</b>	22%	26%	19%	20%
<b>Location of child care provider</b>	18%	19%	17%	15%
<b>Qualifications of caregivers and teachers</b>	17%	22%	15%	13%
<b>To keep this child in the same arrangement as my other child(ren)**</b>	16%	16%	14%	18%
<b>Individualized attention provided to each child</b>	16%	20%	14%	11%
<b>Opportunities for cognitive development</b>	16%	21%	14%	9%
<b>Reviews/reputation of child care provider</b>	15%	18%	11%	16%
<b>Opportunities for social-emotional learning</b>	15%	20%	14%	10%
<b>Provider's values and principles</b>	15%	21%	12%	11%
<b>Approaches to guidance and discipline of children</b>	15%	21%	12%	9%
<b>Bilingual educational opportunities</b>	14%	19%	13%	6%
<b>Diversity of children and teachers</b>	14%	20%	12%	6%
<b>Accreditation/licensing of child care provider</b>	13%	16%	12%	12%
<b>Caregivers who look and/or sound like my family</b>	13%	20%	9%	8%
<b>Eligible for use with child care subsidy</b>	10%	14%	7%	8%

\*Percentages add up to over 100% as parents selected all that applied

\*\*Only shown to those with more than one child under 5, n=488

## IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

White parents are more likely than parents of other ethnicities to say they had to compromise when selecting a child care arrangement in January 2020.

Thinking back to the child care arrangement you used for your youngest child in January 2020, did you have to compromise on any of the following characteristics? Please select all that apply.

Compromises* For Child Care Arrangement In January By Racial and Ethnic Group				
	Parents	Ethnicity: White	Ethnicity: Hispanic	Ethnicity: Black/Other
I did not have to make any compromises	35%	39%	27%	31%
Cost of care	23%	22%	24%	25%
Flexible hours (early morning, night, and weekend care)	22%	20%	27%	25%
Location of child care provider	18%	18%	17%	19%
Qualifications of caregivers and teachers	17%	17%	14%	20%
To keep this child in the same arrangement as my other child(ren)**	16%	18%	13%	13%
Individualized attention provided to each child	16%	16%	15%	19%
Opportunities for cognitive development	16%	16%	13%	17%
Reviews/reputation of child care provider	15%	14%	15%	17%
Opportunities for social-emotional learning	15%	15%	16%	17%
Provider's values and principles	15%	15%	17%	13%
Approaches to guidance and discipline of children	15%	14%	17%	17%
Bilingual educational opportunities	14%	11%	23%	14%
Diversity of children and teachers	14%	13%	15%	16%
Accreditation/licensing of child care provider	13%	12%	13%	18%
Caregivers who look and/or sound like my family	13%	14%	13%	13%
Eligible for use with child care subsidy	10%	10%	10%	10%

\*Percentages add up to over 100% as parents selected all that applied

\*\*Only shown to those with more than one child under 5, n=488

## IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

Parents whose youngest child is under 1 are more likely to say they did not have to make any compromises when selecting a child care provider in January 2020.

Thinking back to the child care arrangement you used for your youngest child in January 2020, did you have to compromise on any of the following characteristics? Please select all that apply.

Compromises* For Child Care Arrangement In January By Age of Youngest Child						
	Parents	Age of Youngest: < 1	Age of Youngest: 1	Age of Youngest: 2	Age of Youngest: 3	Age of Youngest: 4
I did not have to make any compromises	35%	42%	35%	34%	32%	31%
Cost of care	23%	25%	19%	25%	29%	20%
Flexible hours (early morning, night, and weekend care)	22%	21%	21%	22%	19%	28%
Location of child care provider	18%	14%	17%	16%	22%	19%
Qualifications of caregivers and teachers	17%	16%	16%	18%	19%	17%
Individualized attention provided to each child	16%	17%	12%	13%	19%	20%
Opportunities for cognitive development	16%	14%	15%	15%	16%	18%
Reviews/reputation of child care provider	15%	12%	12%	15%	18%	19%
Opportunities for social-emotional learning	15%	9%	13%	17%	17%	20%
Provider's values and principles	15%	10%	14%	14%	19%	18%
Approaches to guidance and discipline of children	15%	13%	15%	16%	14%	16%
Bilingual educational opportunities	14%	12%	15%	13%	21%	11%
Diversity of children and teachers	14%	12%	12%	16%	16%	15%
Accreditation/licensing of child care provider	13%	11%	13%	15%	13%	15%
Caregivers who look and/or sound like my family	13%	9%	14%	13%	15%	15%
Eligible for use with child care subsidy	10%	9%	10%	12%	11%	8%

\*Percentages add up to over 100% as parents selected all that applied

## IMPORTANT FACTORS FOR SELECTING CHILD CARE BEFORE & DURING COVID-19

Parents using a formal child care arrangement are more likely than parents using an informal child care arrangement to say they had to compromise when selecting a child care arrangement in January 2020.

Thinking back to the child care arrangement you used for your youngest child in January 2020, did you have to compromise on any of the following characteristics? Please select all that apply.

Compromises* For Child Care Arrangement In January By January 2020 Child Care Arrangement										
	Parents	Child Care Center, affiliated with a faith-based organization	Child Care Center, not affiliated with a faith-based organization	Family Child Care Home	Part-day Pre-K Program	Head Start Program	Relative (e.g. grandparent, aunt/uncle)	I provide care for my child	My spouse/partner provides care for our child	My spouse/partner and I alternate providing care for our child
I did not have to make any compromises	35%	18%	23%	21%	20%	10%	41%	52%	54%	42%
Cost of care	23%	19%	32%	30%	34%	34%	15%	18%	20%	22%
Flexible hours (early morning, night, and weekend care)	22%	29%	25%	31%	17%	36%	19%	15%	21%	21%
Location of child care provider	18%	22%	19%	24%	17%	29%	18%	12%	10%	19%
Qualifications of caregivers and teachers	17%	25%	18%	17%	20%	20%	14%	12%	23%	15%
Individualized attention provided to each child	16%	19%	25%	20%	24%	18%	11%	10%	12%	11%
Opportunities for cognitive development	16%	27%	14%	20%	21%	19%	13%	11%	11%	17%
Reviews/reputation of child care provider	15%	21%	16%	16%	7%	17%	10%	13%	17%	20%
Opportunities for social-emotional learning	15%	19%	18%	20%	21%	25%	10%	11%	12%	18%
Provider's values and principles	15%	24%	18%	17%	19%	21%	8%	11%	14%	11%
Approaches to guidance and discipline of children	15%	23%	11%	19%	19%	19%	10%	11%	9%	17%
Bilingual educational opportunities	14%	17%	15%	22%	15%	23%	13%	12%	9%	9%
Diversity of children and teachers	14%	18%	16%	21%	17%	14%	17%	12%	13%	7%
Accreditation/licensing of child care provider	13%	19%	8%	18%	17%	18%	10%	8%	16%	17%
Caregivers who look and/or sound like my family	13%	24%	14%	20%	16%	24%	6%	7%	8%	12%
Eligible for use with child care subsidy	10%	17%	6%	20%	13%	13%	5%	5%	7%	11%

\*Percentages add up to over 100% as parents selected all that applied

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Respondent Profile

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## Affording Child Care During COVID-19

- 1 Two thirds of parents (67%) say the maximum amount their household can afford for child care each week per child is less than \$200.

  - This is comprised of 12% of parents who say they cannot afford to pay anything for child care each week.
- 2 The maximum amount parents can afford for child care is directly related to income level.

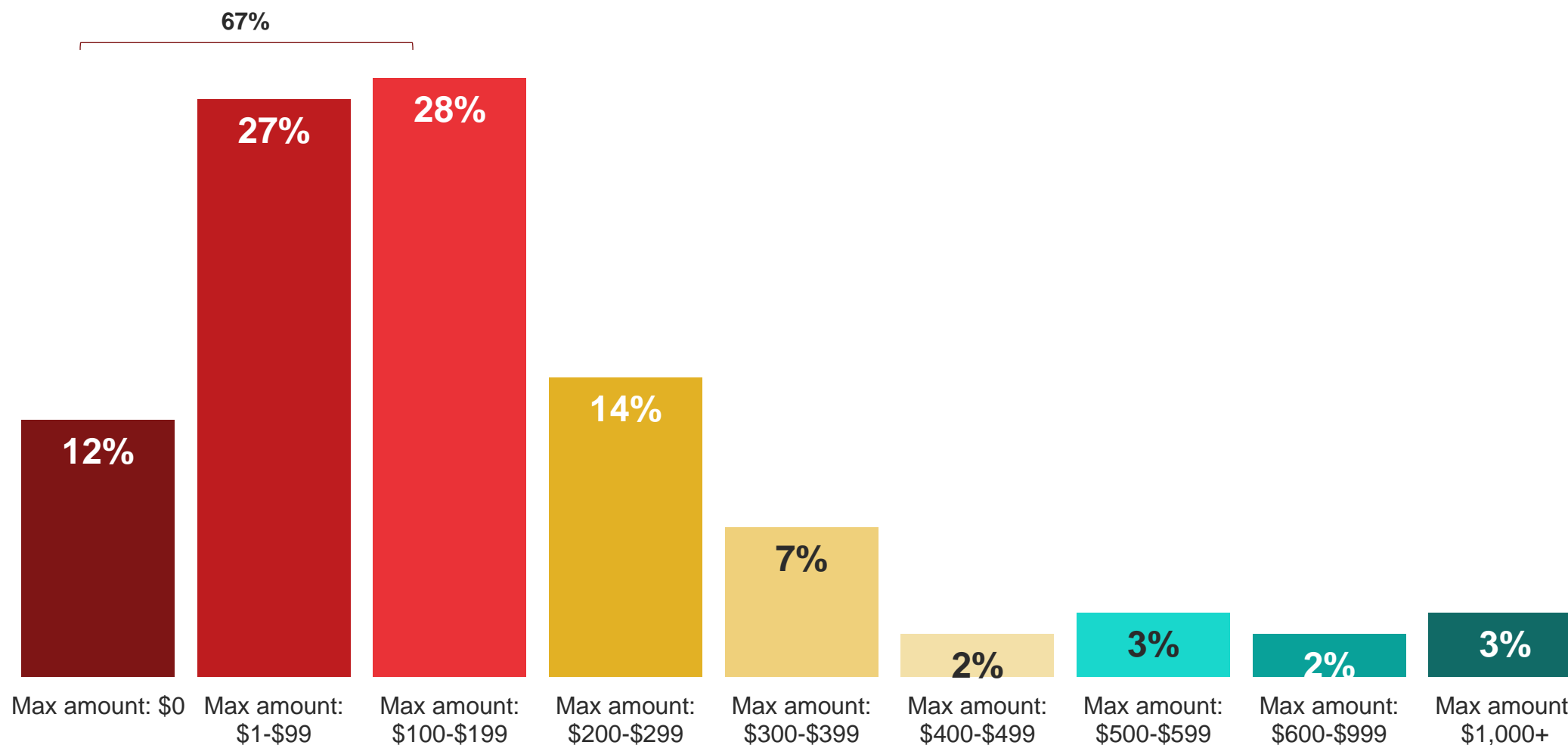
  - Parents with a higher annual income are able to afford to pay more per child for child care each week.
- 3 Among parents who were not paying for child care in January 2020, a quarter say they cannot afford to pay anything for child care each week.



AFFORDING CHILD CARE DURING COVID-19

Two thirds of parents (67%) say the maximum amount their household can afford for child care each week per child is less than \$200.

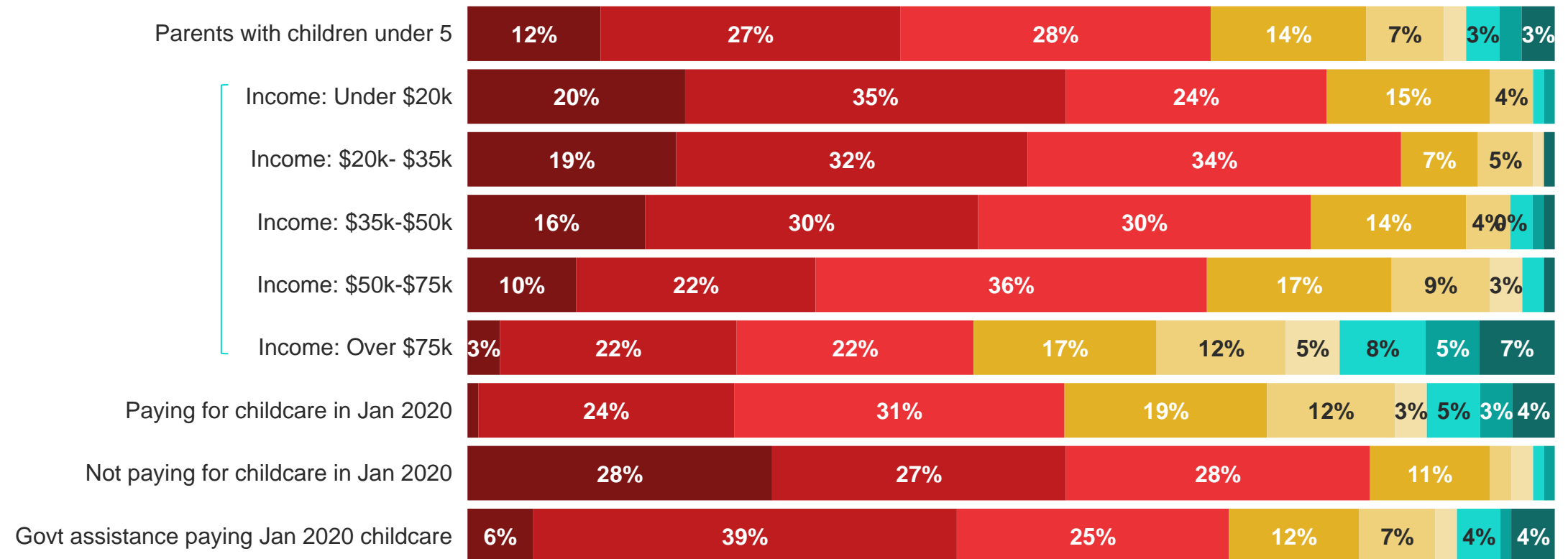
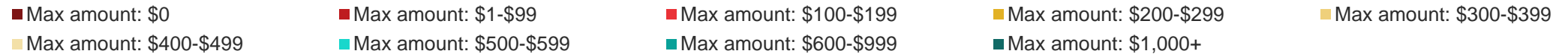
What is the maximum amount you/your household can afford to pay per child for child care each week?



AFFORDING CHILD CARE DURING COVID-19

The maximum amount parents can afford for child care is directly related to income level. Parents with a higher annual income are able to afford to pay more per child for child care each week.

What is the maximum amount you/your household can afford to pay per child for child care each week?



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Impact Of COVID-19 Vaccine On Child Care Arrangement

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Respondent Profile

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## Impact of COVID-19 Vaccine on Child Care Arrangement

- 1 Half of parents (48%) say the COVID-vaccine being available to child care workers, everyone in their community, or their household would cause them to consider a different child care arrangement.

  - The vaccination of child care workers (38%), people in their community (37%), and household members (36%) receiving the vaccine having an equal impact on parents considering a different child care arrangement.
- 2 The child care arrangements parents are currently using affects the impact a vaccine has on considering a different child care arrangement.

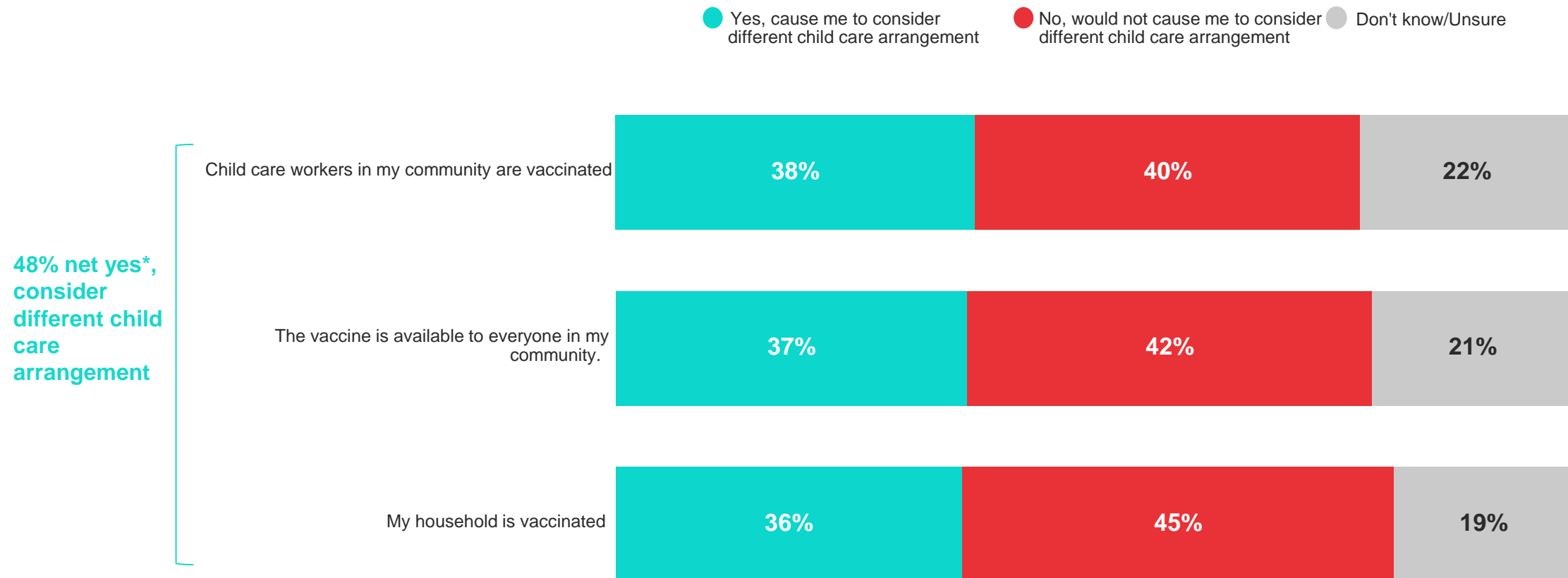
  - Parents currently using a child care center affiliated with a faith-based organization (70%), a family child care home (74%), and Head Start program (73%) are most likely to say a COVID-19 vaccine would cause them to consider a different child care arrangement.
  - On the other hand, parents using informal child care arrangements, such as providing care themselves (32%) or relying on a relative (28%) are less likely to say a COVID-19 would cause them to consider a different child care arrangement.
- 3 Among those who said a COVID-19 vaccine would cause them to consider a different care provider, parents are split on which type of care arrangement they would choose.

  - 17% say they would choose a child care center affiliated with a faith-based organization, while 16% would choose providing care themselves.

IMPACT OF COVID-19 VACCINE ON CHILD CARE ARRANGEMENT

Half of parents (48%) say the COVID-vaccine being available to child care workers, everyone in their community, or their household would cause them to consider a different child care arrangement.

Thinking about when a COVID-19 vaccine is available, would any of the following cause you to consider a different child care arrangement for your youngest child?



\*Indicates net yes percentage, deduplicating responses.

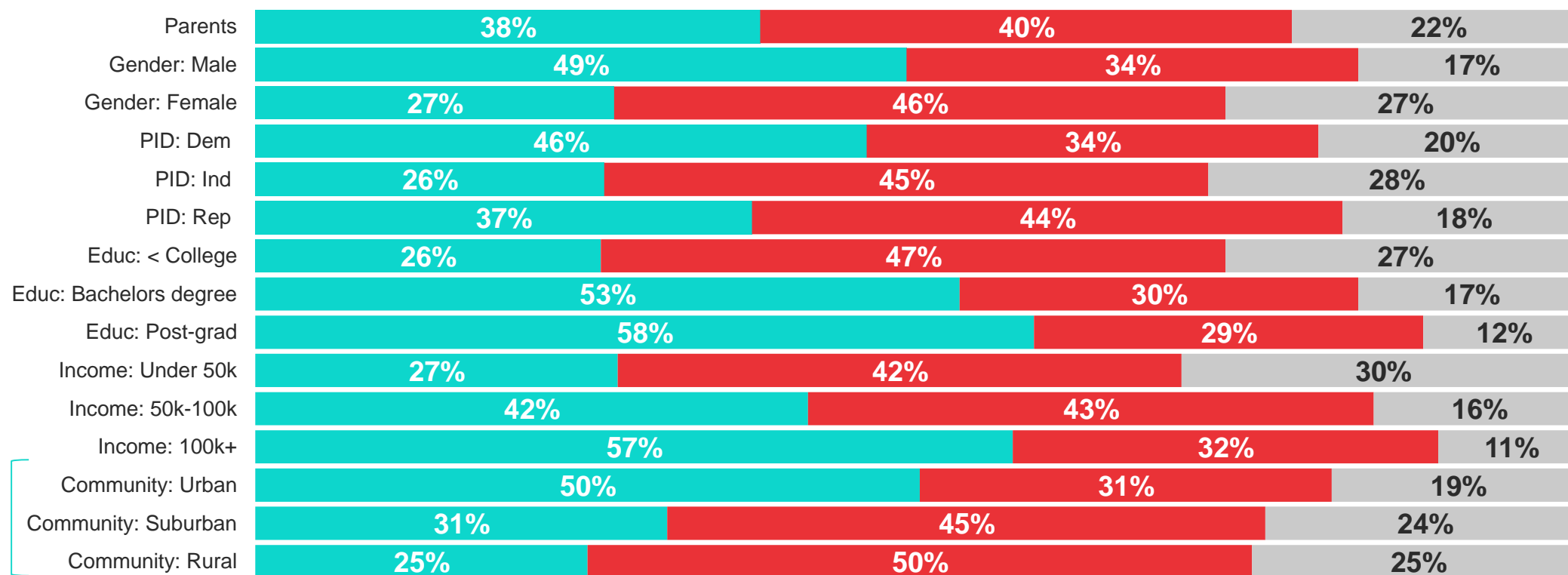
IMPACT OF COVID-19 VACCINE ON CHILD CARE ARRANGEMENT

Urban parents are more likely than suburban and rural parents to say child care workers in their community being vaccinated would cause them to consider a different care arrangement

Thinking about when a COVID-19 vaccine is available, would any of the following cause you to consider a different child care arrangement for your youngest child?

Child care workers in my community are vaccinated

■ Yes, cause me to consider different child care arrangement ■ No, would not cause me to consider different child care arrangement ■ Don't know/Unsure



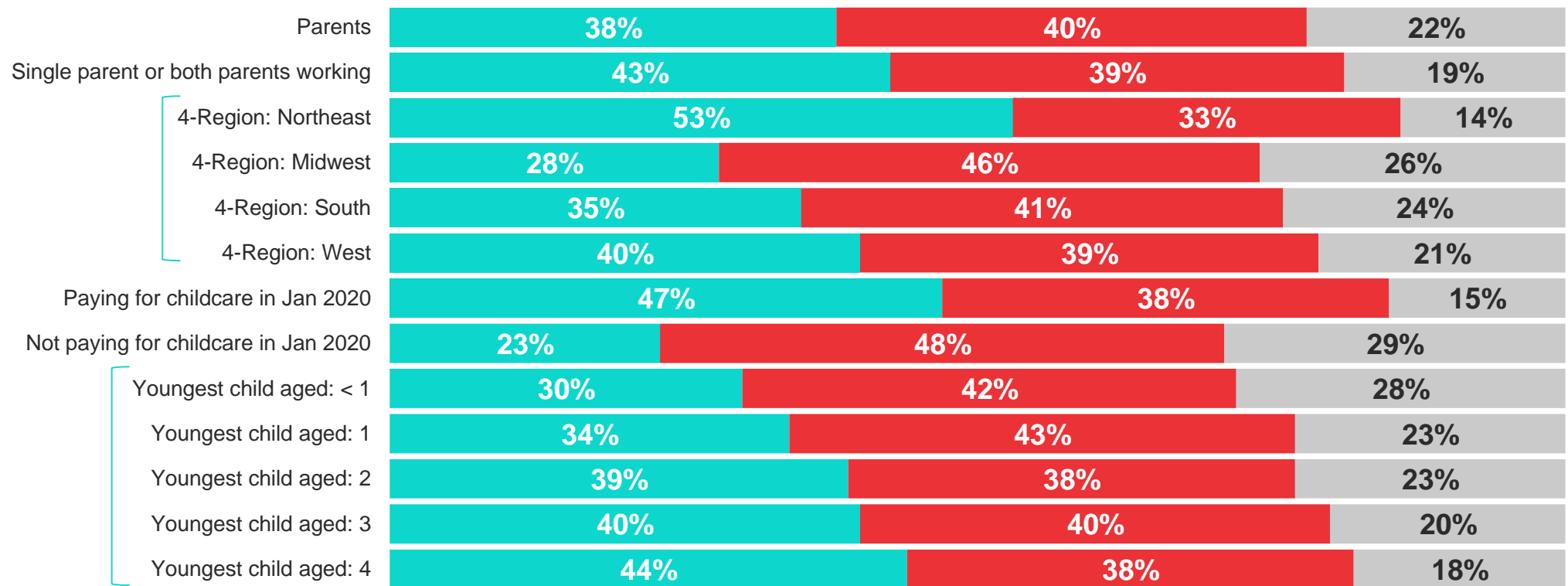
IMPACT OF COVID-19 VACCINE ON CHILD CARE ARRANGEMENT

Parents in the northeast are more likely than parents in other regions to say child care workers being vaccinated would cause them to consider a different child care provider.

Thinking about when a COVID-19 vaccine is available, would any of the following cause you to consider a different child care arrangement for your youngest child?

**Child care workers in my community are vaccinated**

■ Yes, cause me to consider different child care arrangement ■ No, would not cause me to consider different child care arrangement ■ Don't know/Unsure



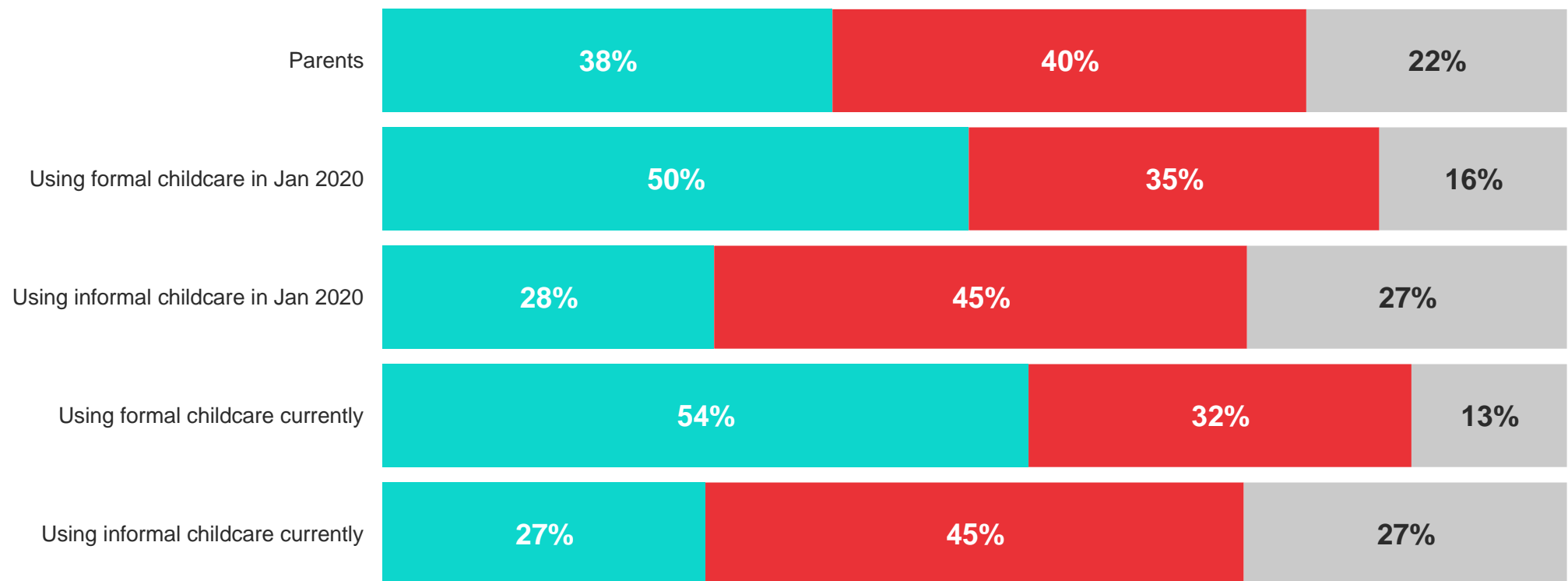
IMPACT OF COVID-19 VACCINE ON CHILD CARE ARRANGEMENT

Parents using formal child care in January and December 2020 are twice as likely as parents using informal childcare to say child care workers being vaccinated would cause them to consider a different child care provider.

Thinking about when a COVID-19 vaccine is available, would any of the following cause you to consider a different child care arrangement for your youngest child?

**Child care workers in my community are vaccinated**

■ Yes, cause me to consider different child care arrangement 
 ■ No, would not cause me to consider different child care arrangement 
 ■ Don't know/Unsure





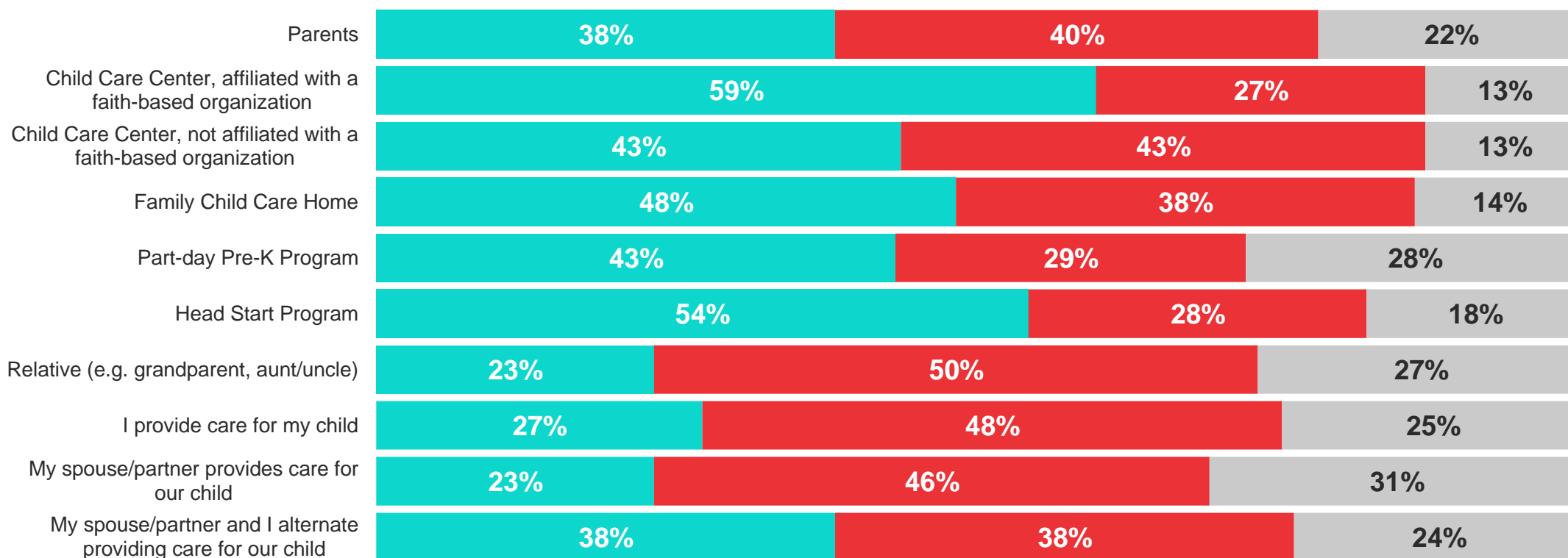
IMPACT OF COVID-19 VACCINE ON CHILD CARE ARRANGEMENT

January 2020 child care arrangement

Thinking about when a COVID-19 vaccine is available, would any of the following cause you to consider a different child care arrangement for your youngest child?

Child care workers in my community are vaccinated

■ Yes, cause me to consider different child care arrangement
 ■ No, would not cause me to consider different child care arrangement
 ■ Don't know/Unsure



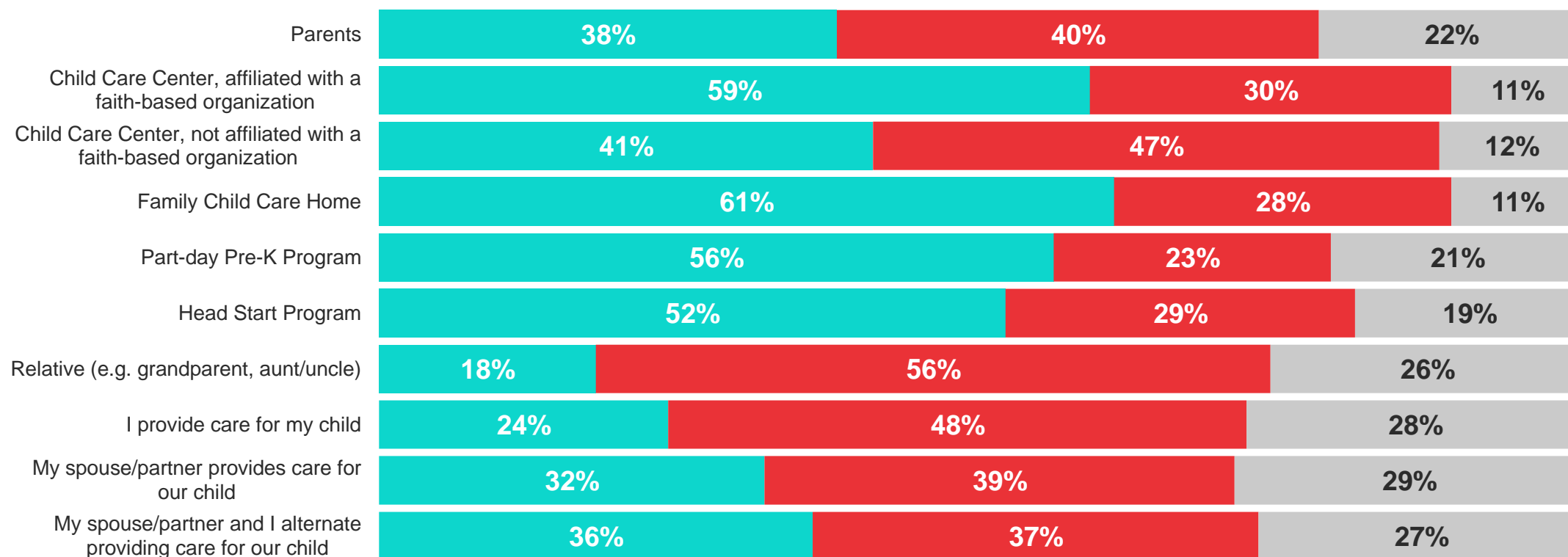
IMPACT OF COVID-19 VACCINE ON CHILD CARE ARRANGEMENT

**December 2020 child care arrangement provider**

Thinking about when a COVID-19 vaccine is available, would any of the following cause you to consider a different child care arrangement for your youngest child?

**Child care workers in my community are vaccinated**

■ Yes, cause me to consider different child care arrangement
 ■ No, would not cause me to consider different child care arrangement
 ■ Don't know/Unsure



IMPACT OF COVID-19 VACCINE ON CHILD CARE ARRANGEMENT

Parents currently using a child care center affiliated with a faith-based organization (70%), a family child care home (74%), and Head Start program (73%) are most likely to say a COVID-19 vaccine would cause them to consider a different child care arrangement.

Thinking about when a COVID-19 vaccine is available, would any of the following cause you to consider a different child care arrangement for your youngest child?

**% Yes Would Consider A Different Care Provider Based On Availability Of Vaccine By Current Child Care Provider**

	Child Care Center, affiliated with a faith-based organization	Child Care Center, not affiliated with a faith-based organization	Family Child Care Home	Part-day Pre-K Program	Head Start Program	Relative (e.g. grandparent, aunt/uncle)	I provide care for my child	My spouse/partner provides care for our child	My spouse/partner and I alternate providing care for our child
<i>Current Child Care Provider N Size</i>	182	132	140	83	51	109	434	158	141
<b>Child care workers in my community are vaccinated</b>	59%	41%	61%	56%	52%	18%	24%	32%	36%
<b>The vaccine is available to everyone in my community.</b>	59% <b>70%</b>	32% <b>47%</b>	56% <b>74%</b>	50% <b>66%</b>	71% <b>73%</b>	19% <b>28%</b>	24% <b>32%</b>	35% <b>47%</b>	36% <b>43%</b>
<b>My household is vaccinated</b>	58%	33%	63%	47%	56%	20%	22%	41%	29%

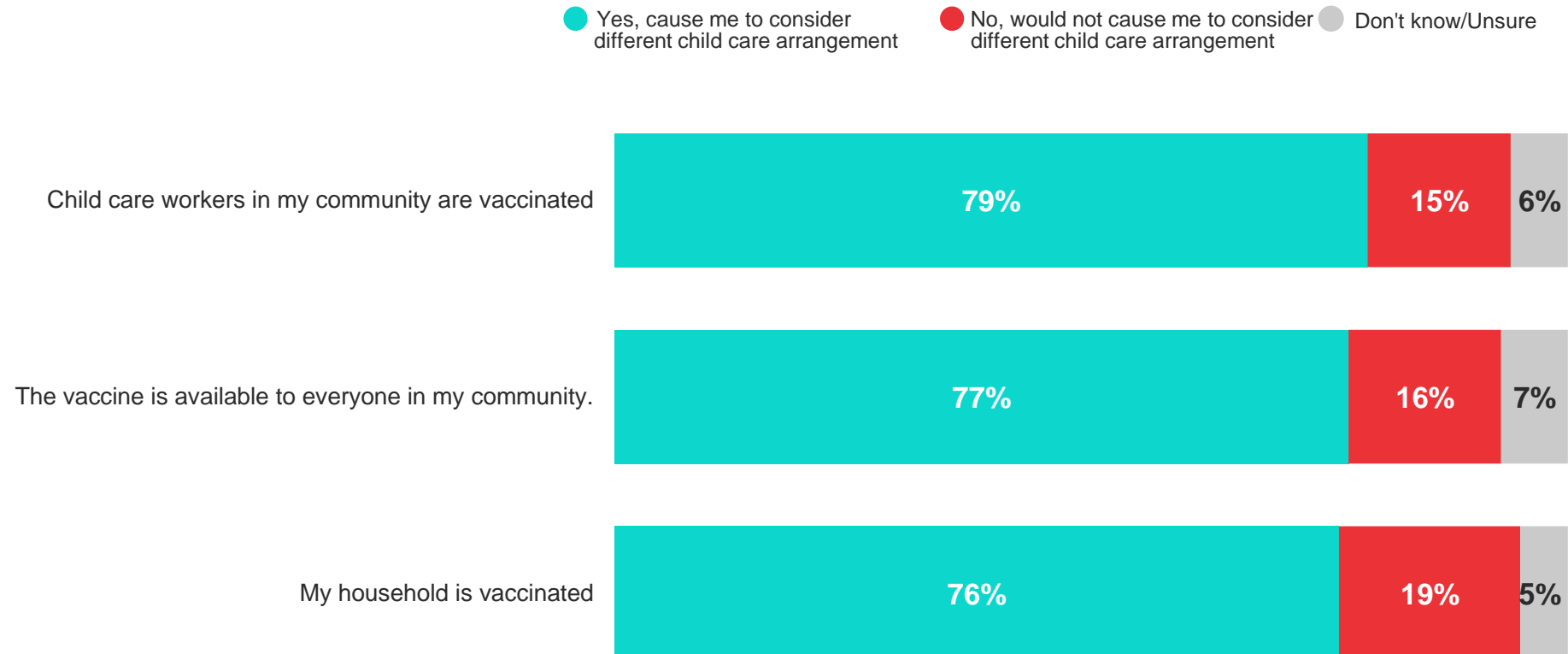
\*Indicates net yes percentage, deduplicating responses.

IMPACT OF COVID-19 VACCINE ON CHILD CARE ARRANGEMENT

Among parents who said a COVID-19 would cause them to consider a different child care arrangement for their youngest child, 79% say child care workers getting vaccinated would cause them to consider a different arrangement.

Thinking about when a COVID-19 vaccine is available, would any of the following cause you to consider a different child care arrangement for your youngest child?

Parents say COVID-19 vaccine would impact current child care arrangement, n=714

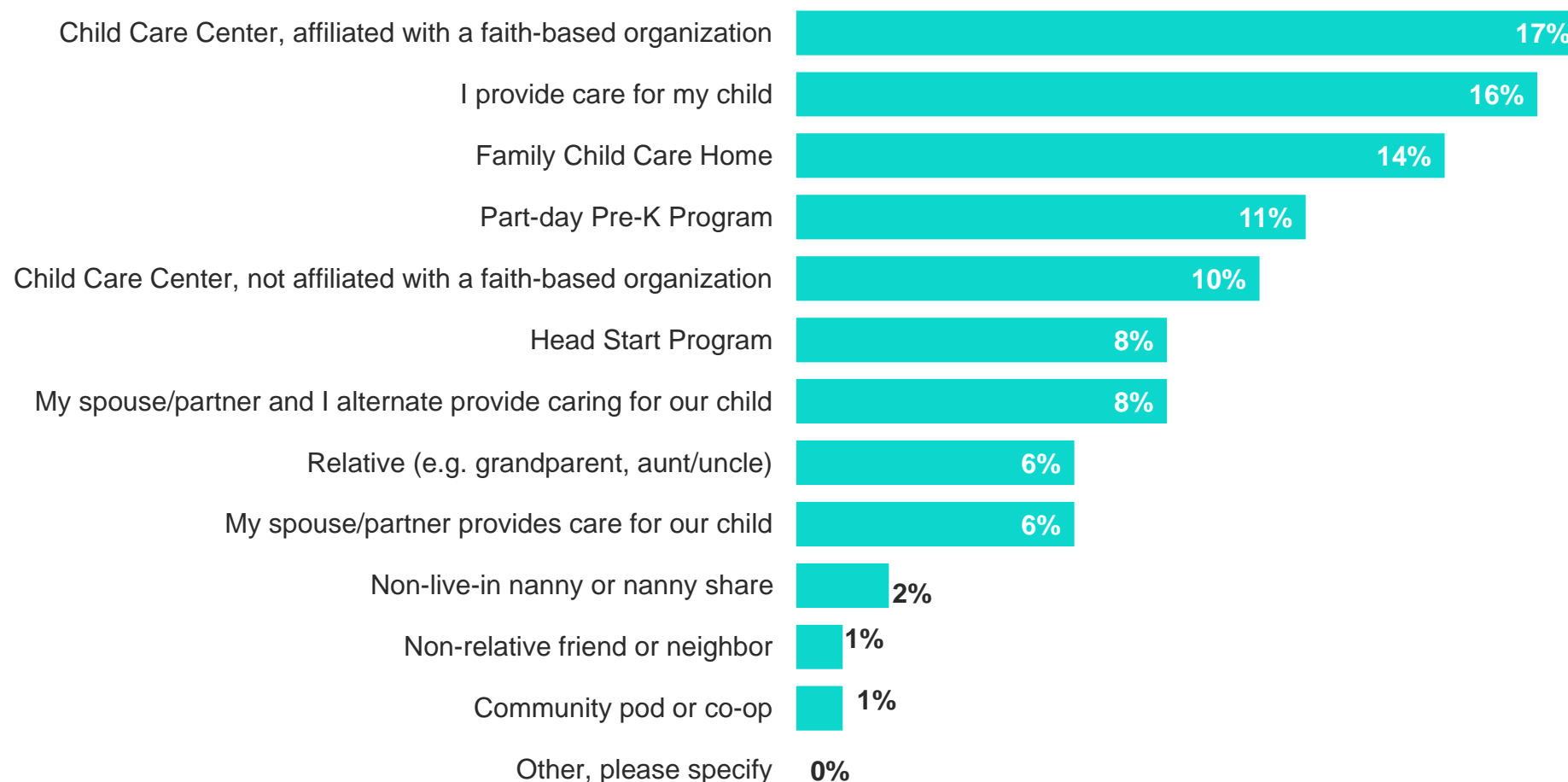


IMPACT OF COVID-19 VACCINE ON CHILD CARE ARRANGEMENT

Among those who said a COVID-19 vaccine would cause them to consider a different care provider, parents are split on which type of care arrangement they would choose.

If you were to change your youngest child's current child care arrangement because of a COVID-19 vaccine, what type of arrangement would you choose?

Parents say COVID-19 vaccine would impact current child care arrangement, n=714



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Affording Child Care During COVID-19

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Impact Of COVID-19 Vaccine On Child Care Arrangement

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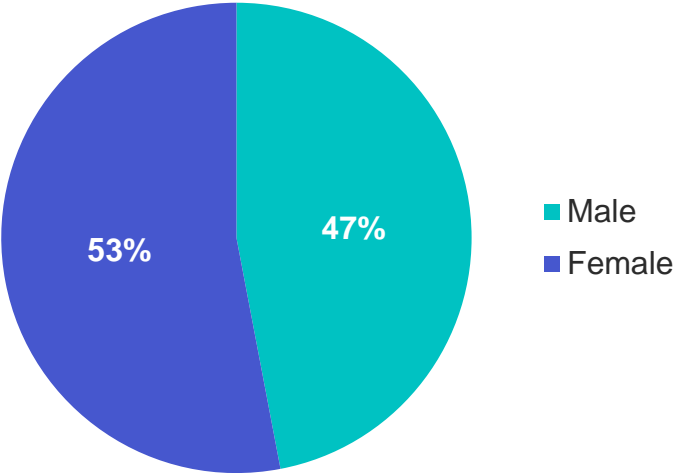
Respondent Profile

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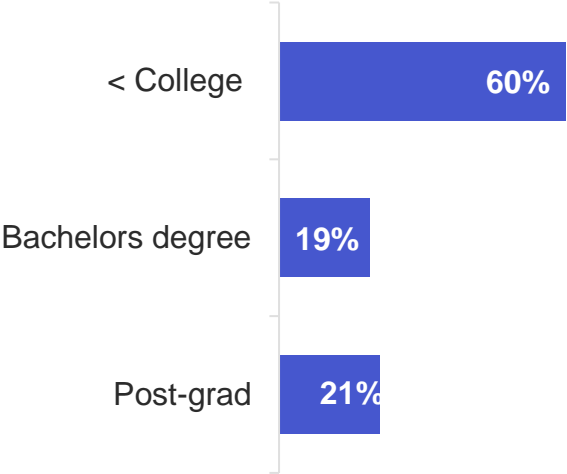
RESPONDENT PROFILE

Demographic Information

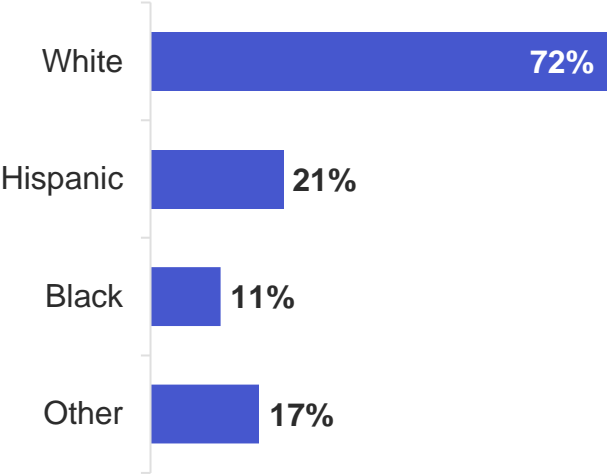
Gender



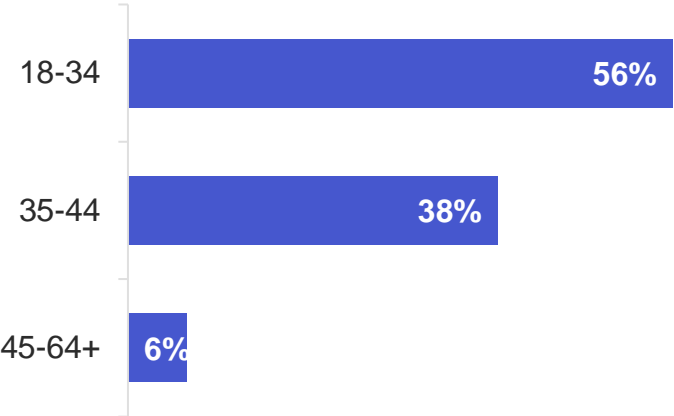
Education



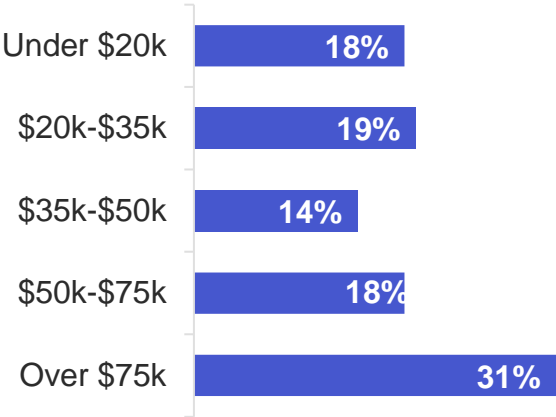
Ethnicity



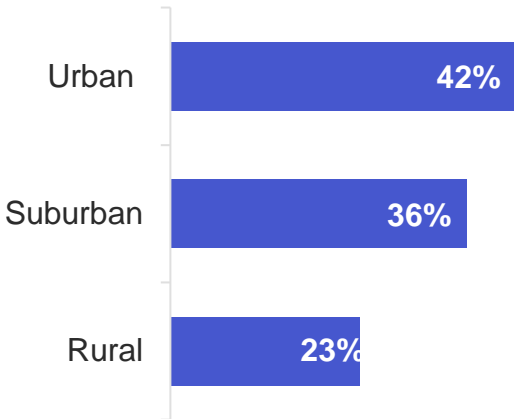
Age



Income



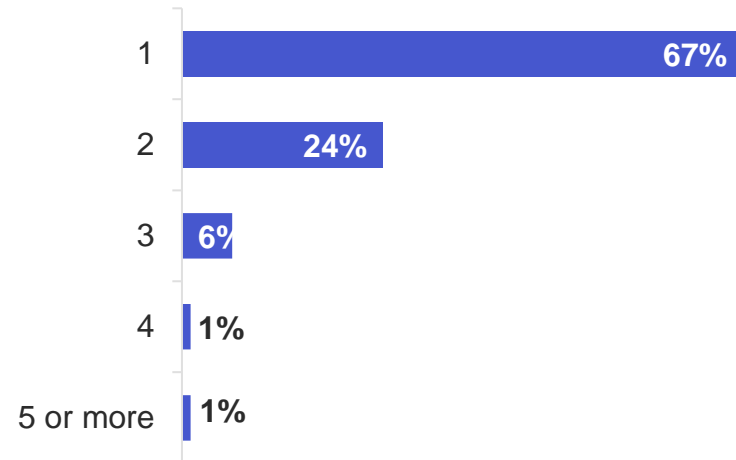
Community Type



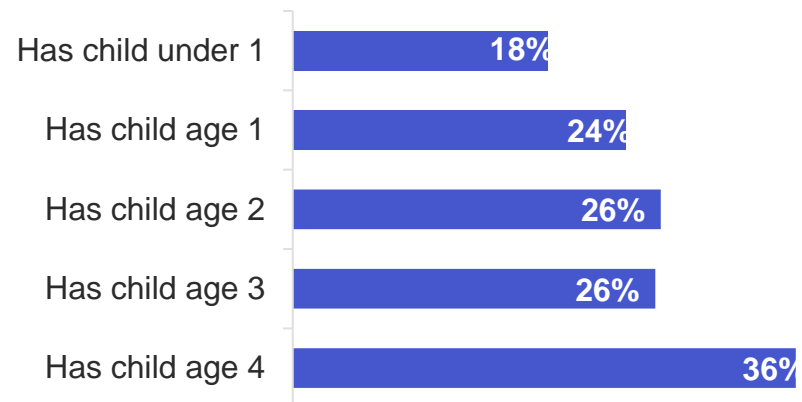
RESPONDENT PROFILE

Family Demographics

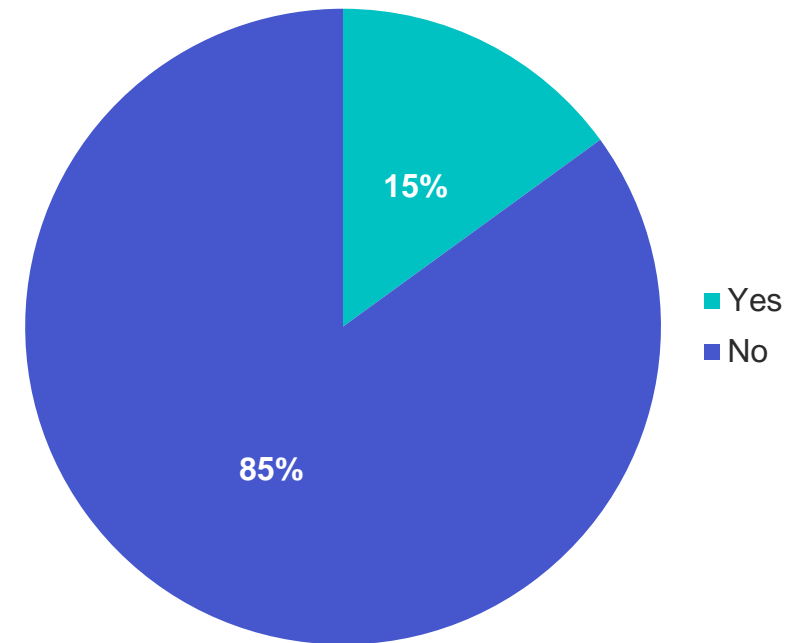
How many children under the age of 5 do you have?



**Age of children**



Do you currently have a grandparent living in your household?

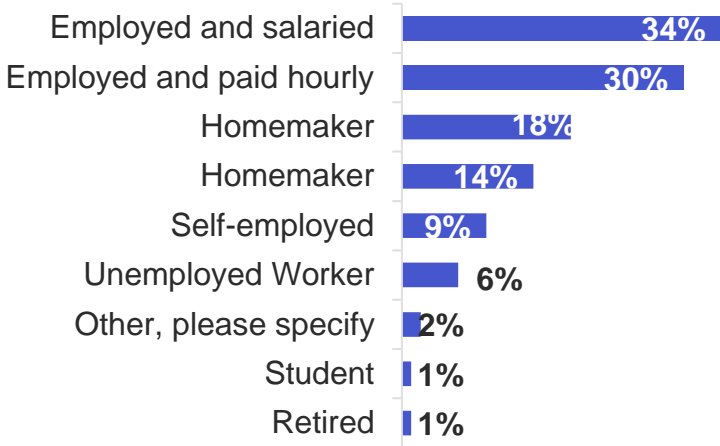




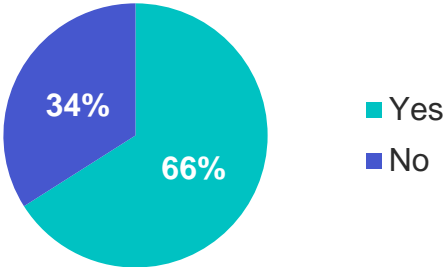
RESPONDENT PROFILE

**Employment Demographics**

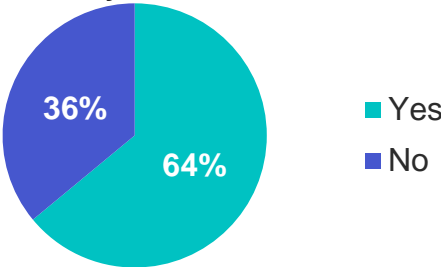
**Which of the following best represents your work status in January 2020?**



**Has your work been deemed essential? In other words, are you considered an essential worker in your state?**



**Has your spouse's or partner's work been deemed essential? In other words, are they considered an essential worker in your state?**



**Which of the following best represents your current work status?**

