



The Illusion of Parent Choice: Lessons Learned from BPC's Parent Survey Series

By: Linda Smith, Victoria Owens

In October 2019, the Bipartisan Policy Center (BPC) conducted its first national survey of parents in hopes of answering the question, "do parents prefer child care closer to home or work?" BPC also wanted to know how the gap in the supply of child care impacts parents and their choices. Our first survey revealed that parents prefer child care closer to home.¹ However, this survey also raised further questions about parent choice. Why do parents choose certain child care arrangements? What factors are most important to parents? As BPC set to investigate in early 2020 the pandemic and its impact on families shifted our course as we rapidly transitioned to focus on COVID-19's impact on child care, including closures, increased safety measures, and how remote work impacted the need for child care.

BPC's survey work continued, and we learned more about parents' child care challenges- before, during, and following the pandemic. These surveys touched on the cost of child care, parent work schedules, and child care needs, and two surveys focused on the unique challenges Native and rural parents face.² To date, BPC has conducted ten surveys, providing a comprehensive view of parent needs.

Our current understanding of parents and their child care needs is unprecedented. The takeaways should be used to create a child care system that meets the needs of working parents.

Acknowledgements



WHAT HAVE WE LEARNED?

Parents make major sacrifices to their personal and professional lives to ensure they can afford or provide child care. A third of parents consider child care in decisions to quit a job (38%) or leave the workforce (30%).³ More than half of parents consider child care when accepting a job (56%) or changing their work hours (52%).⁴ Additionally, a quarter of parents (or their families) are moving to secure child care.

Child care does not meet the needs of many working parents. A quarter of parents need care during nontraditional hours, but it is exceedingly rare to find a provider who offers these hours. Only 8% of centers and 34% of homes provide non-traditional hours or weekend care.⁵ Given the already razor-thin profit margins, providers are unlikely or unwilling to offer extended hours because the staff time and facility costs greatly outweigh the benefits. Plus, given that there already is more demand than supply providers can find enough parents or families who need care during standard hours. Further complicating the situation for working parents is that nearly a third of parents (30%) do not know their work schedule more than two weeks in advance. It is nearly impossible for these parents to secure formal child care on such short notice.⁶

The cost of formal child care is prohibitive for some parents. Many parents prefer informal care because of its convenience, flexibility, and sense of trust and safety. Most parents are not using informal child care as a "last resort" in the absence of affordable and accessible formal care options. Instead, 57% of parents using informal care would continue to use it, even

BPC Parent Survey Series

BPC surveyed parents of children under age five to understand their child care challenges before and during the pandemic.



OCTOBER 2019 <u>The Impact of Child Care Costs</u> on Parents

Most American families with children under five made significant changes to their household budgets to afford child care. The availability of quality, affordable child care has been a barrier to parents remaining in the workforce or saving for emergencies and retirement.



APRIL 2020 Child Care in the Time of COVID-19

Child care in the U.S. is still necessary for parents to work, even amidst changing work environments. But child care is difficult to find, and in many circumstances, closed indefinitely. This leaves parents who are working at home on their own to juggle their work and caregiving responsibilities. if formal care were free and convenient.⁷ A quarter of parents using informal care depend on relatives, especially grandparents (80% of those using relative care) to provide child care.⁸ Regardless of whether they use formal or informal care, parents value trust and safety above all else.

Businesses underestimate the impact of child care on employees. While over half of parents factor child care responsibilities into decisions to accept a job or reduce hours, most small business owners say access to child care does not impact employee retention (68%) or hiring (66%).⁹ There is also a gap between the benefits that businesses report offering and those that parents perceive, as well as a mismatch between the benefits that parents would find most helpful and the benefits that businesses are likely to offer.¹⁰

After 10 surveys, BPC has an unmatched understanding of parent choice, but "choice" is often an illusion. Parents consider many complex factors when it comes to making child care decisions. Sadly, in most cases, parents have few alternatives that actually meet their needs.

THE INCOMPATIBILITY OF CHILD CARE AND Work Hours

It is difficult for parents to align child care responsibilities with their work schedules, and many parents, usually women, make professional sacrifices to secure child care. Parents also rely on informal care, create a patchwork of care for their children, or change their work arrangements to stay in the labor force.

About 30% of parents do not know their work schedules more than two weeks in advance^{11,12,13,14} making it difficult, if not impossible, to plan child care arrangements. Twenty-five to thirty percent^{15,16,17,18,19,20} of parents need care during non-traditional hours, mostly before or after the 9 to 5 workday (6-8pm or 6-8am)^{21,22,23,24,25} and 25% of parents need care on weekends.^{26,27} However, non-traditional hour care is nearly impossible to find. Only 8% of centers and 34% of homes are open anytime during evenings, overnight, or weekends. Additionally, only 2% of centers and 16% of homes are open 7pm to 11pm.²⁸



AUGUST 2020 <u>Child Care in COVID-19: Another Look</u> <u>at Parents' Perspectives</u>

COVID-19 greatly impacted child care arrangements for many families. Over 70% of parents reported that their child care programs were either closed or operating at reduced capacity or hours, making finding quality, affordable child care more challenging.



DECEMBER 2020 Parent Child Care Preferences: Are <u>They Changing?</u>

Understanding what drives parents' child care decisions is essential to creating a quality child care system that aligns with what parents want for their families. This survey examined how parents made decisions about their child care arrangements before the pandemic and in the midst of it.

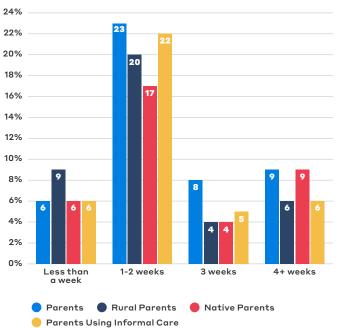
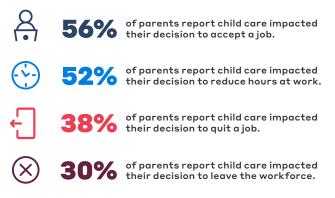


Figure 1: Many Parents Do Not Know Their Work Schedule More Than Two Weeks In Advance

Source: Bipartisan Policy Center. 2023. "The Role of Child Care in the Mind of Employed Parents and Business Owners." Available at: <u>https://bipartisanpolicy.org/blog/child-care-</u> <u>burdens-impact-business/</u>.

HOW DO CHILD CARE PROBLEMS IMPACT WORK?

When parents do not have adequate child care, they are forced to alter their work schedules or leave their jobs to ensure someone can provide child care. Between 38%²⁹ and 45%³⁰ of all parents report that child care responsibilities impacted their ability to work in the past month. Child care is a major factor for parents quitting (38%)^{31,32} or accepting a job (56%),³³ leaving the workforce (30%),^{34,35} or altering their hours (52%).^{36,37} This was especially true during the pandemic.



Source: Bipartisan Policy Center. 2023. "The Role of Child Care in the Mind of Employed Parents and Business Owners." Available at: <u>https://bipartisanpolicy.org/blog/child-care-</u> burdens-impact-business/.



MAY 2021

Understanding Employed Parents Child Care Needs

The pandemic exacerbated the difficulties parents face in balancing work and child care responsibilities. This survey examined parents' current and future work and child care arrangements, and looked at the use of financial supports for child care, including federal tax credits, and parents' future preferences for child care and Pre-K.



AUGUST 2021 Understanding Rural Parents Child Care Needs

Accessing child care is difficult for many parents but poses unique challenges for parents living in rural communities. This survey explored the accessibility of child care providers in rural communities. and what concerns are top of mind for parents in these communities, including parent views on formal child care options. Although parents clearly factor child care responsibilities into employment decisions, businesses underestimate its impact . Nearly 7 in 10 small business owners do not think that child care impacts their ability to recruit and retain staff.³⁸ But if more than half of parents report child care is a factor in their decision making,³⁹ then it suggests that businesses are unaware of the extent that child care impacts their bottom line. While 61% of business owners think they have some responsibility for child care, half or less provide parents with accommodations such as flexible hours, remote work options, prioritized scheduling, or other child care.⁴⁰ The gap between the benefits businesses say they offer and the benefits parents report receiving, extend beyond child care to paid parental leave (53% vs 42%), unpaid parental leave (50% vs 44%), flexible hours (56% vs 46%), remote work options (35% vs 29%) and prioritized scheduling (35% vs 26).41



RURAL AND NATIVE PARENTS

Child care does not work for parents if they can't access it. For one in four Rural⁴² and Native⁴³ parents, the closest formal child care option is more than 10 miles away from their home. Rural and Native parents are less likely to live within 10 miles of a child care provider than the national average.⁴⁴ Native and rural parents tend to rely heavily on informal child care. Two-thirds of rural parents rely on informal child care, provided mainly by parents, their spouses, or other relatives. Over half (56%) of Native parents use informal child care,⁴⁵ mostly from parents (31%) and other family members (21%).⁴⁶

Child care is also a significant barrier to Native and rural parents' employment. Over half of Native parents report child care responsibilities impact their ability to work (53%).⁴⁷ For a majority of Native (77%)⁴⁸ and rural (86%)⁴⁹ parents, child care responsibilities impacted their decisions to work.



NOVEMBER 2021 Understanding Native American Parents Child Care Needs

Recent estimates find there are approximately 5.7 million people in the U.S. who identified as American Indian or Alaska Native (AI/AN), about 1.7% of the U.S. population, and 595,000 AI/AN children. In 2020, there was an estimated 595,000 AI/AN children. This survey of AI/AN parents with children under 12 aimed to understand their current use of and demand for child care, as well as the resources available to them in their community.



MAY 2022 <u>Understanding Employed Parents</u> <u>Using Informal Care</u>

Nearly one-third of children do not have access to formal child care. But why? Can parents not afford it? Is there not a slot available? Is the child care center too far away? Or are some parents not interested in using a formal child care setting? This survey examined the reasons, circumstances, interest, and barriers for employed parents choosing informal child care.

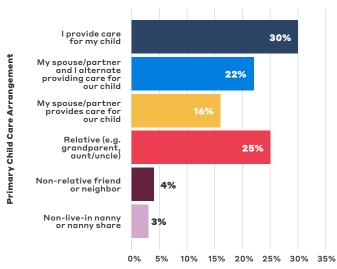


THE MYTH OF FAMILY, FRIEND, AND NEIGHBOR CARE

More than half (56%) of parents use informal child care.⁵⁰ They prefer the flexibility, convenience, and trustworthiness of informal care providers. Most parents using informal care are satisfied (93%) and would continue to use it even if formal child care was free and convenient (57%).⁵¹

A quarter of parents who use informal child care rely on relatives.⁵² This type of care is commonly called "Family, Friend, and Neighbor" care; however, the term is a misnomer. Neighbors and friends represent a small fraction of informal child care, about 3 to 5%.^{53,54,55} This is true across the spectrum. Rural and Native American parents report similar rates of non-relative friend and neighbor care.^{56,57} Most parents rely on grandparents (80% of those depending on family).⁵⁸





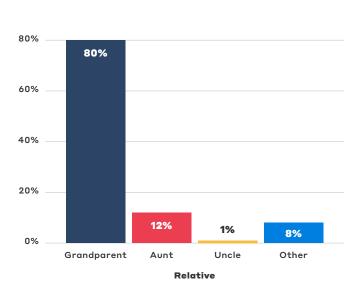
Source: Smith, Linda, Victoria Owens, and Samantha Peyton. 2022. "Untangling Family, Friend, and Neighbor Care | Bipartisan Policy Center." Bipartisanpolicy.org. 2022. https://bipartisanpolicy.org/blog/informal-child-care/.



DECEMBER 2022 The Role of Child Care in the Mind of Employed Parents and Business Owners

Parents' child care responsibilities significantly impacts their ability to work, and many business owners fail to recognize how child care responsibilities impact staff retention and recruitment. This survey examined the needs of working parents and small business owners' experiences and investigates the gap between the two.





Source: Smith, Linda, Victoria Owens, and Samantha Peyton. 2022. "Untangling Family, Friend, and Neighbor Care | Bipartisan Policy Center." Bipartisanpolicy.org. 2022. https://bipartisanpolicy.org/blog/informal-child-care/.

100%



MAKING PERSONAL Sacrifices for Child care

A startling trend has emerged among those who depend on relatives for child care -- parents and their extended families are making changes to their living arrangements to receive or provide relative care. A quarter of parents report they moved closer to family or relatives moved closer to them to provide child care.^{59,60} Additionally, 17% of parents report that a family member changed their work arrangement to provide child care.⁶¹

WHAT DO PARENTS VALUE?

Safety and trust are the most important factors for parents when considering child care arrangements.^{62,63,64} Additionally, a majority of parents (60%) prefer child care closer to home than work.⁶⁵



THE ILLUSION OF PARENT CHOICE AND IMPLICATIONS FOR THE CHILD CARE GAP

A third of children nationwide <u>do not have access to a</u> <u>formal child care slot</u>.⁶⁶ This represents the potential child care need, which is the total number of children under six with all available parents in the labor force. In contrast, child care demand is the rate at which parents and families actually utilize or look for formal child care. BPC's survey data shows that not all parents would use formal care even if it were available to them. Our surveys indicate that most parents using informal care are satisfied, and more than half of those would continue to use informal care even if formal care were free and convenient.

Simply adding more slots is not the solution. Rather, communities should focus on addressing the child care gap given the child care demand in their region. Any state or community must conduct a series of parent focus groups to determine parent needs and preferences. Expanding capacity and access to existing formal child care options will not meet the needs of parents.

CONCLUSION

BPC's survey data has uncovered the harsh realities about parent choice. Decisions about child care are personal and complex, and parents consider many factors. Parents are forced to make sacrifices to make a broken child care system meet their needs. Addressing the unmet child care needs of working parents is vital to the well-being of families and to grow our economy. BPC's extensive data understanding parent choice is the first step in adopting a data-driven approach to build a child care system that meets the needs of all parents.

The findings above are generalized from numerous surveys with varying audiences. For more information about individual surveys, or the methodology used, please visit BPC's Early Childhood Survey Resource Center.

Endnotes

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