

EMPLOYED HISPANIC PARENTS' CHILD CARE PREFERENCES

Bipartisan Policy Center Survey Analysis

JANUARY 2024

EXECUTIVE SUMMARY

- 1. Hispanic parents value cultural education for their children, however, it is not a top factor when selecting a child care provider.** A majority of Hispanic parents say it is important for their child care provider to incorporate Latino culture in their child care (58% saying it is *essential* or *important but not critical*). At the same time, a child care provider *not* offering culturally relevant teachings or activities doesn't negatively impact Hispanic parents' likelihood to consider that arrangement. Across different measures, data shows those currently using a formal arrangement place *more importance* on cultural education.
- 2. Trust in the child care provider is the most important factor when selecting a child care arrangement.** Trust in the child care provider is nearly 4 times more important than the average variable. On the other hand, bilingual educational opportunities, providers who look like their family, or share the same cultural background as their family are the least important factors. Of a smaller list, Hispanic parents express similar sentiments- placing the highest importance on cost of care and school readiness over location, faith-based teaching, cultural values, and being Spanish-speaking. Among Hispanic parents currently using relatives for child care, a majority (77%) report grandparents are providing care, and express they value trusting their relatives for child care (48%), while only 13% say financial necessity.
- 3. Consistent with previous data sets, Hispanic parents prefer the child care arrangement they are currently using even if a child care arrangement was free and in a convenient location.** Among those using a formal child care arrangement, 73% would prefer a formal arrangement, and among those using an informal arrangement 67% would prefer this child care even if it was free and in a convenient location. Location and cost are key for Hispanic parents currently using an informal child care arrangement to be likely to consider a formal option.
- 4. Child care responsibilities impact Hispanic parents' ability to work, and an unpredictable work schedule may impact their child care arrangement.** Nearly half of Hispanic parents (47%) say their child care responsibilities have impacted their ability to work at least *sometimes* over the past month. Similar to previous data sets, over half of Hispanic parents who are service/retail workers (54%) are aware of their work schedule 2 weeks in advance or less. Additionally, among Hispanic parents currently using relative child care, 51% are aware of their schedule 2 weeks in advance or less, compared to 40% of those in a formal child care arrangement.

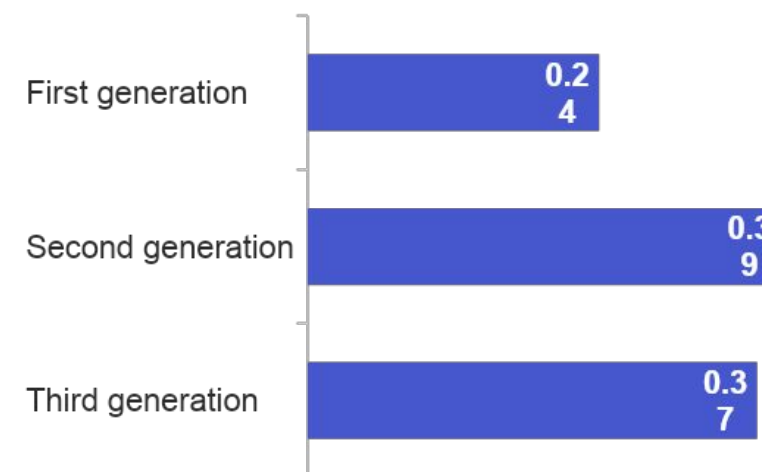
GENERATIONAL DIFFERENCES

Analyzing Survey Results Across Generational Status

- 1. Current Child Care Arrangement** – Hispanic parents who are second (17%) and third (20%) generations are more likely than first generation (12%) to currently be relying on relatives for their child care arrangement. On the other hand, Hispanic parents who are first-generation are more likely to be using parent-provided child care. Lastly, second-generation Hispanic parents are more likely than other generations to currently be using a child care center.
- 2. Child Care Preferences**- Similarly, Hispanic parents preferred child care arrangement reflects their current arrangement, and varies across generation. Third generation Hispanic parents are most likely to prefer relative care (22%), second generation is split between preferring a head start program (18%), child care center (15%), and their partner providing care (14%), and first generation is split between preferring a child care center (18%), relative care (17%), a head start program (15%), and their partner providing care (15%).
- 3. Important Factors of Child Care**- Across generation type the three most important variables of a child care provider remain the same (trust, safety/cleanliness/prevention of illness, and quality caregivers). However, those from a third-generation family are especially likely to value trust in the provider.

4. Value of Latino Culture – On the measures of the importance of child care providers teaching Latino culture, there are some difference between third generation parents and first and second generation. For example, a majority of Hispanic parents of first (63%) and second-generation (62%) say it is important for their child care provider to incorporate Latino culture in their child care, compared to 49% of third-generation Hispanic parents who say the same.

Which of the following best describes your generational status in the U.S.?

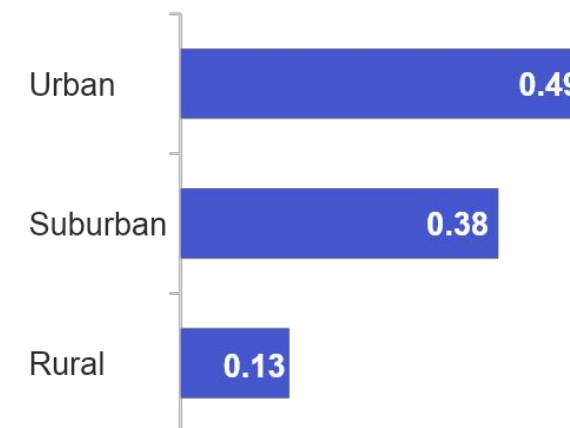


COMMUNITY TYPE DIFFERENCES

Analyzing Survey Results Across Community Type

- Current Child Care Arrangement** – Urban parents are more likely than suburban and rural parents to be currently using a formal child care arrangement, specifically a child care center. On the other hand, rural parents are more likely to rely on parent provided care for a child care arrangement.
- Distance to Child Care**- Hispanic parents living in a rural community (31%) are less likely than those in urban (38%) or suburban (45%) areas to have a child care program less than 5 miles from their home.
- Child Care Preferences**- If child care were free and in a convenient location, relatives are a preferred provider across community type (urban 18%, suburban 15%, rural 17%). Urban (16%) and suburban (14%) Hispanic parents are much more likely than rural parents (4%) to prefer a child care center.
- Important Factors of Child Care**- Across community types trust, safety/cleanliness, and quality caregivers are the most important factors when selecting a child care provider, although trust is especially important to rural Hispanic parents.

Community Type





BACKGROUND

The research conducted by Morning Consult on behalf of the Bipartisan Policy Center sought to understand employed Hispanic parents' current child care arrangements and preferences, specifically the importance placed on cultural values. Additionally, advanced analysis was used to understand the trade-off parents are prioritizing when selecting a child care provider.

AUDIENCE

Employed Hispanic parents were screened on having a child ages 0-5 and at least one parent in the household being currently employed. For simplicity, this audience is referred to as **Hispanic parents**.

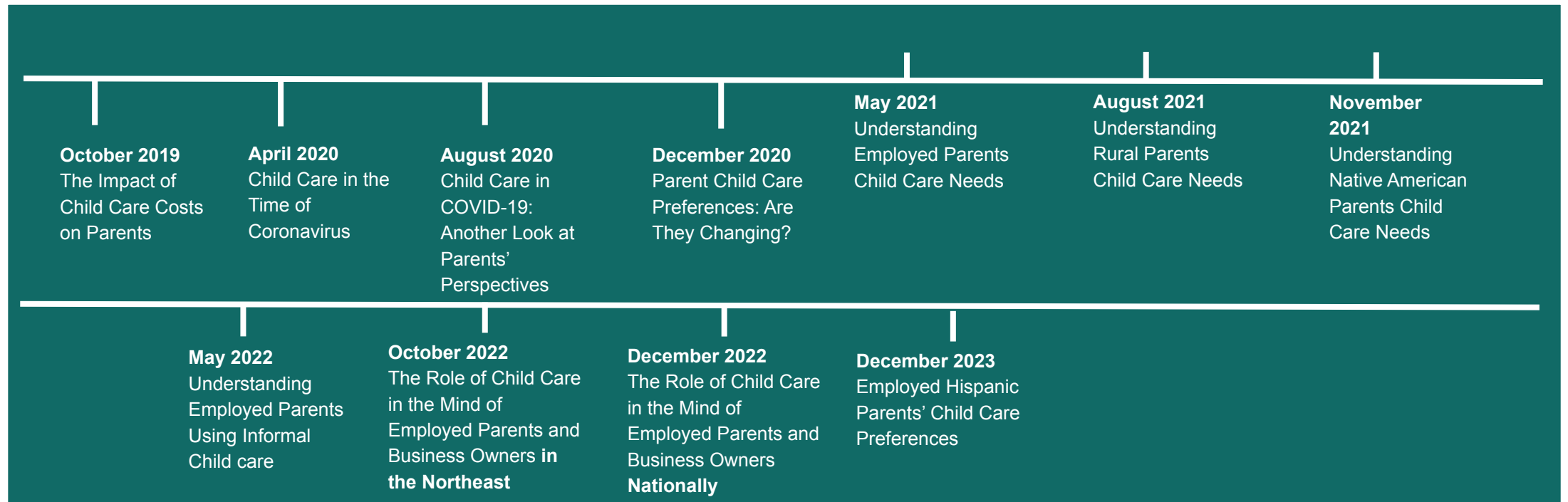
METHODOLOGY

This poll was conducted between December 7-15, 2023, among a national sample of n=523 Hispanic parents. The interviews were conducted online and data were weighted to approximate a target sample of Hispanic parents based on age, gender, education level, and region. Results from the full parent survey have a margin of error of plus or minus 4 percentage points. The survey was translated to Spanish and respondents had the option to take the survey in English or Spanish.

BACKGROUND

PARENT SURVEY SERIES

BPC and Morning Consult have conducted a series of parent surveys to understand parents’ need and preferences for child care.



Parent Survey Series: <https://bipartisanpolicy.org/blog/parent-survey-resource-center/>

AGENDA

CURRENT CHILD CARE ARRANGEMENT

CHILD CARE PREFERENCES

VALUE OF LATINO CULTURE

WORK ARRANGEMENT

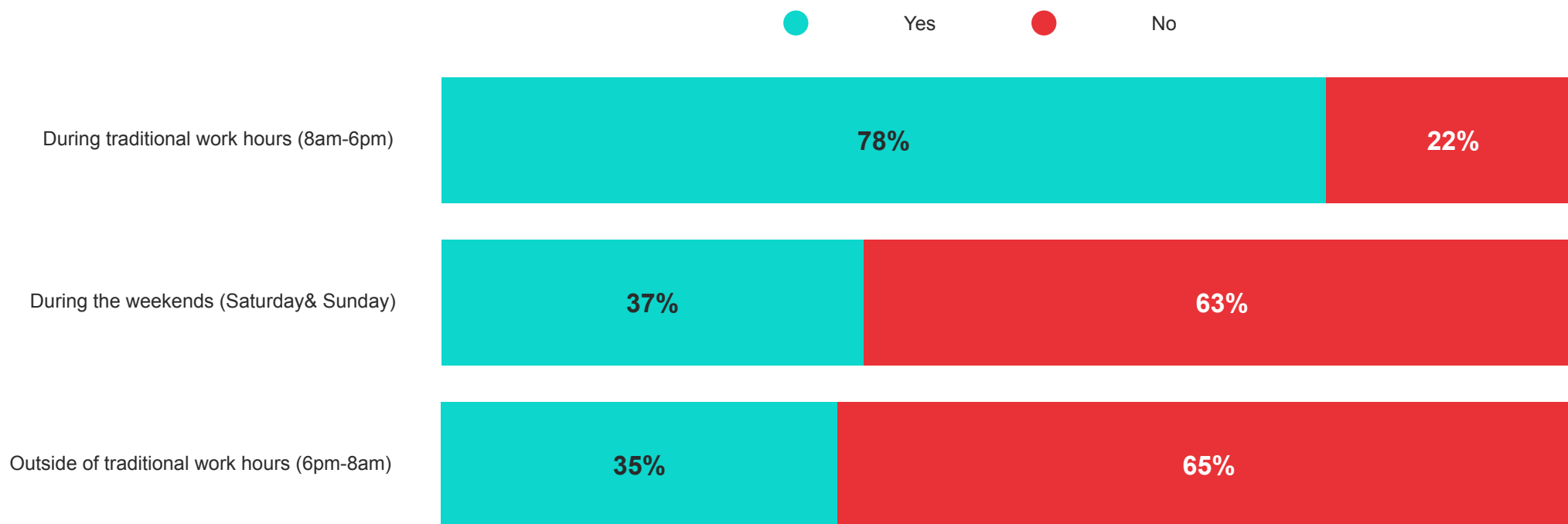
APPENDIX



CURRENT CHILD CARE ARRANGEMENT

Hispanic parents are most likely to need child care during traditional work hours (78%), however over a third need care over the weekends (37%) or outside of traditional work hours (35%).

A child care arrangement can include centers, home-based child care, pre-k, relatives, parents, etc. In a typical week, does your family need a child care arrangement for your children under 5 so that you (or both you and your spouse/partner) can work during the following hours?



- Hispanic parents who work in the service/retail industry are *especially likely* to need child care over the weekends (45%) and outside of traditional work hours (44%).
- Additionally, Hispanic parents who use a formal child care provider (90%) are more likely than those who use informal child care (68%) to need child care during traditional hours. This data point shows formal child care providers are best suited to meet childcare needs during traditional work hours.

CURRENT CHILD CARE ARRANGEMENT

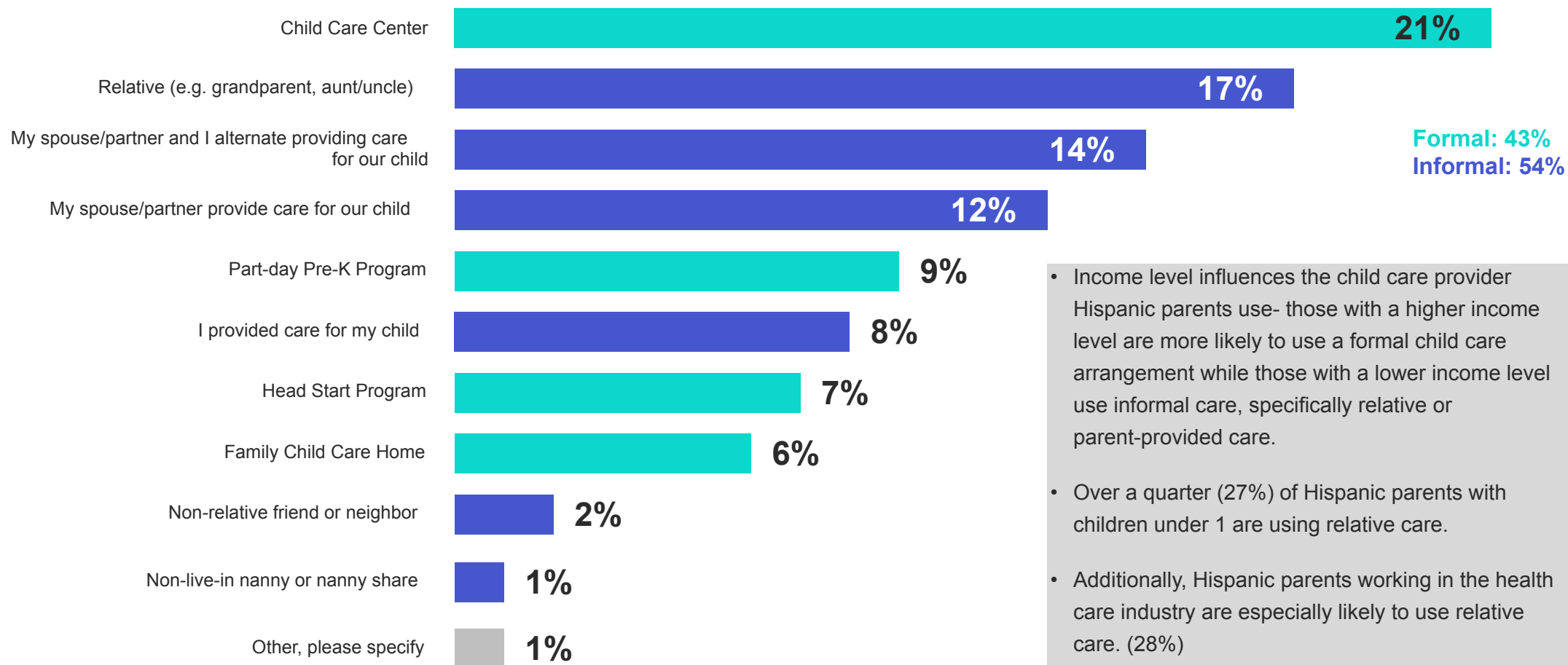
A child care arrangement can include centers, home-based child care, pre-k, relatives, parents, etc. In a typical week, does your family need a child care arrangement for your children under 5 so that you (or both you and your spouse/partner) can work during the following hours?

% Yes	Employed Hispanic Parents w/ children 0-5	All Adults Working FT	Service/Retail Worker	Trade Worker	Admin Worker	Health Care Worker	Other Worker	Use Formal Care	Use Informal Care	Use Relative Care
During traditional work hours (8am-6pm)	78%	88%	74%	80%	80%	80%	73%	90%	68%	78%
Outside of traditional work hours (6pm-8am)	37%	40%	44%	31%	33%	34%	22%	37%	33%	36%
During the weekends (Saturday & Sunday)	35%	38%	45%	36%	36%	36%	24%	34%	39%	43%

CURRENT CHILD CARE ARRANGEMENT

Half of Hispanic parents rely on informal child care (54%), with 17% using relative care and 34% using some form of parent-provided care. On the other hand, 43% use a formal child care arrangement.

Which of the following best describes your youngest child's current primary child care arrangement?



- Income level influences the child care provider Hispanic parents use- those with a higher income level are more likely to use a formal child care arrangement while those with a lower income level use informal care, specifically relative or parent-provided care.
- Over a quarter (27%) of Hispanic parents with children under 1 are using relative care.
- Additionally, Hispanic parents working in the health care industry are especially likely to use relative care. (28%)

CURRENT CHILD CARE ARRANGEMENT

Which of the following best describes your youngest child's current primary child care arrangement?

<i>% Selected</i>	Employed Hispanic Parents w children 0-5	Income: Under 50k	Income: 50k-100k	Income: 100k+	Urban	Suburban	Rural	Child Age under 1	Child Age 1-2	Child Age 3-5
Child Care Center	21%	14%	24%	29%	25%	20%	10%	20%	20%	24%
Family Child Care Home	6%	4%	7%	8%	6%	6%	5%	3%	8%	5%
Part-day Pre-K Program	9%	6%	13%	8%	8%	11%	8%	2%	3%	12%
Head Start Program	7%	9%	7%	3%	7%	7%	7%	0%	6%	9%
Relative (e.g. grandparent, aunt/uncle)	17%	21%	15%	13%	17%	19%	11%	27%	18%	14%
I provided care for my child	8%	11%	5%	11%	10%	6%	11%	12%	10%	8%
My spouse/partner provide care for our child	12%	12%	12%	13%	11%	12%	19%	17%	16%	11%
My spouse/partner and I alternate providing care for our child	14%	19%	12%	8%	13%	13%	21%	17%	13%	13%
Non-relative friend or neighbor	2%	4%	3%	0%	2%	3%	5%	0%	3%	3%
Non-live-in nanny or nanny share	1%	0%	0%	5%	1%	2%	1%	0%	2%	1%
Other, please specify	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%

CURRENT CHILD CARE ARRANGEMENT

Which of the following best describes your youngest child's current primary child care arrangement?

<i>% Selected</i>	Employed Hispanic Parents w children 0-5	All Adults Working FT	Service / Retail Worker	Trade Worker	Admin Worker	Health Care Worker	Other Worker
Child Care Center	21%	27%	14%	31%	25%	19%	14%
Family Child Care Home	6%	7%	3%	5%	9%	11%	4%
Part-day Pre-K Program	9%	12%	5%	2%	15%	15%	11%
Head Start Program	7%	7%	7%	5%	9%	8%	6%
Relative (e.g. grandparent, aunt/uncle)	17%	15%	20%	11%	12%	28%	22%
I provided care for my child	8%	6%	12%	15%	6%	0%	3%
My spouse/partner provide care for our child	12%	8%	15%	14%	11%	3%	15%
My spouse/partner and I alternate providing care for our child	14%	10%	17%	13%	10%	15%	21%
Non-relative friend or neighbor	2%	3%	4%	2%	1%	2%	3%
Non-live-in nanny or nanny share	1%	2%	0%	1%	3%	1%	1%
Other, please specify	1%	1%	2%	2%	0%	0%	0%

CURRENT CHILD CARE ARRANGEMENT

Which of the following best describes your youngest child's current primary child care arrangement?

<i>% Selected</i>	Employed Hispanic Parents w children 0-5	First Generation	Second Generation	Third Generation
Child Care Center	21%	19%	26%	17%
Family Child Care Home	6%	8%	5%	7%
Part-day Pre-K Program	9%	9%	10%	8%
Head Start Program	7%	7%	10%	5%
Relative (e.g. grandparent, aunt/uncle)	17%	12%	17%	20%
I provided care for my child	8%	7%	6%	12%
My spouse/partner provide care for our child	12%	16%	10%	13%
My spouse/partner and I alternate providing care for our child	14%	19%	12%	13%
Non-relative friend or neighbor	2%	1%	2%	4%
Non-live-in nanny or nanny share	1%	1%	1%	2%
Other, please specify	1%	2%	1%	0%

CURRENT CHILD CARE ARRANGEMENT

In an open-ended question, parents using formal child care reference trust, convenience, word of mouth recommendation, and education as influential factors in selecting their child care provider.

You previously indicated you are currently using a formal child care arrangement for your youngest child. In your own words, what factor most impacted your decision in selecting your child care provider for your youngest child? *Among those currently using formal child care, n=230*

TRUST

“Child care providers are very trusted and they care about child properly. and sometimes they give important lesson to our child. for this things we can feel relief.”

“Is a trusted family that we have known for a long time and my child feels comfortable.”

“It’s important to have someone I can trust to watch my kids.”

“Safety and location. I needed to trust the staff, the location and safety of my child. I needed to choose a place that had a great curriculum and great teachers who would help his education.”

CONVENIENCE

“A safe and secure way for my child to be while I am at work. It’s also in the area.”

“It was a good quality place that was convenient for both me and my spouse.”

“Trusted facility with a good reputation that is close to our home or workplace that has clean environment and warm welcoming staff.”

“It was good quality place that was convenient for both me and my spouse.”

RECOMMENDATION

“A few family members have been in the same child care center and we trust them.”

“How experienced the child care center is and recommendations I have received about it.”

“I spoke to other parents who use the service. I needed to be able to see my child via webcam any time I wanted. The hours. The education aspect.”

“The reviews from family and friends of the quality level of the daycare”

EDUCATION

“For me, the biggest thing is educational purpose, so I’ll try to get this program is going to teach I have my kids ready for elementary school.”

“I just want my child in school learning and me have a peace of mind.”

“Because I want my child to be taken care by professionals when I’m at work.”

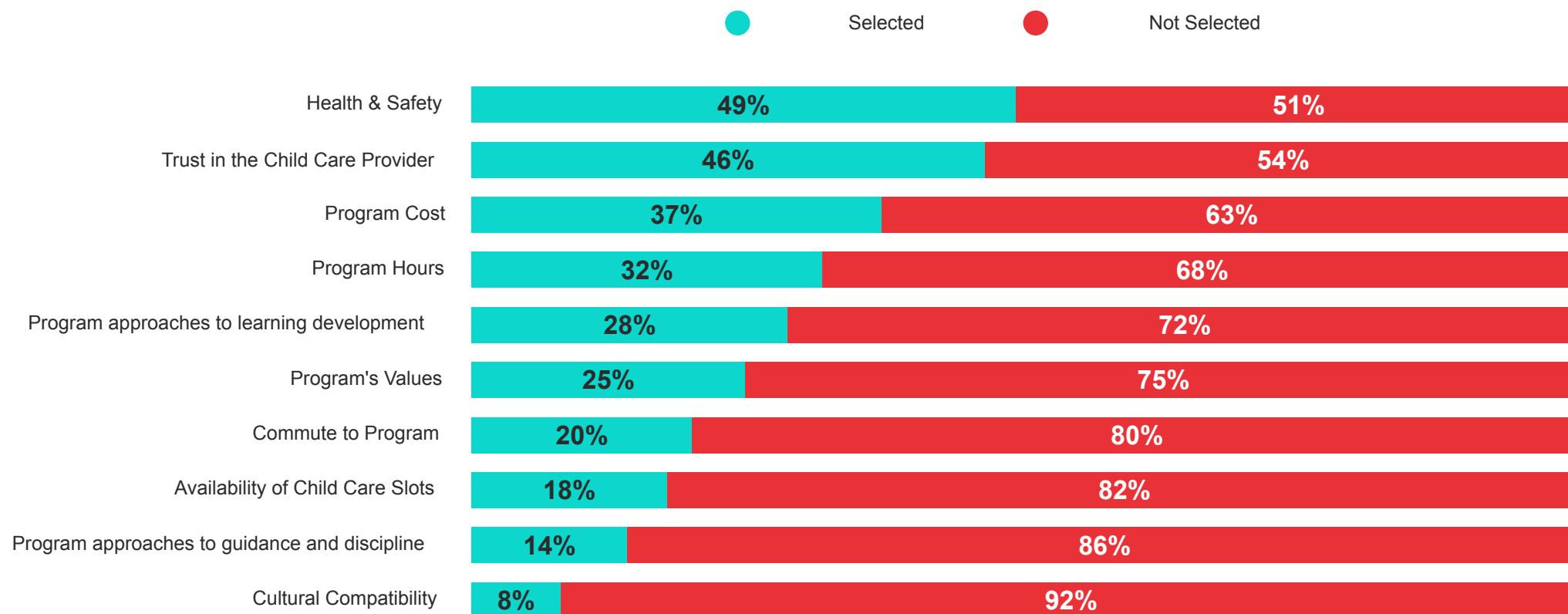
“Due to my child having a speech delay I thought it would be better for her to be taken care by family while I work.”

“I really wanted to get my child a leg up on education. Not only that but to be able to develop good social skills and find enjoyment in schooling to come.”

CURRENT CHILD CARE ARRANGEMENT

Similarly in close-ended questions, health and safety (49%), trust (46%), and program cost (37%) are the most important factors. Ranked lowest on the list of factors is cultural compatibility (8%).

You previously indicated you are currently using a formal child care arrangement for your youngest child. Which of the following most impacted your decision to select your child care provider for your youngest child? Please select the top 3. *Among those currently using formal child care, n=230*



CURRENT CHILD CARE ARRANGEMENT

On the other hand, among those currently using informal care, these parents reference trust, cost of child care, preference for family care, and distrust of formal child care as the most influential factors for their decision.

You previously indicated you are currently using an informal care arrangement for your youngest child. In your own words, what factor most impacted your decision in selecting your child care provider for your youngest child? *Among those currently using informal child care, n=288*

TRUST

“Because it is a trustworthy and reliable person who is familiar with my child and knows how to help or care for my child’s needs.”

“Finding someone I can trust to watch my kids. I don’t trust daycares so I let one of my family members watch them while both me and my spouse work.”

“I chose my mother-in-law because I trust her completely and it also helps my wife and I save money as well.”

“I only trust family to watch my kid who is only months old. I don’t trust people I don’t know watching them when they can’t talk or tell me things yet if something were to happen to them.”

COST

“Budget was the biggest factor. Childcare is very expensive, and I think if I worked full-time it wouldn’t be worth it because all the extra money goes toward childcare. And I might as well spend time with my child in that case. I can only work part-time to not be a burden to my parents, but it’s worth it because that money isn’t going to get sucked into child care.”

“The cost of child care is greater than what we can afford.”

“Child care services are really expensive.”

“Its cheaper for family to watch our child while we work. If my spouse is not home to watch the kids, my dad will.”

PREFERENCE FOR FAMILY

“I believe that my child is too young to be raised by someone else. Since we can afford it, my wife and I have decided that she’d watch out son until he was ready to go to school.”

“I love providing for my daughter and she is the most important person in the whole wide world.”

“I feel more trustworthy having a family member take care of my son than anybody else. Its also cheaper and closer to home than taking him elsewhere.”

“I have a peace of mind that the caregiver is within close family and is someone I can trust.”

ANTI FORMAL CHILD CARE

“I’d rather have family take care of her while I’m at work than a random person. Most people in society in today’s age are not who they seem to be.”

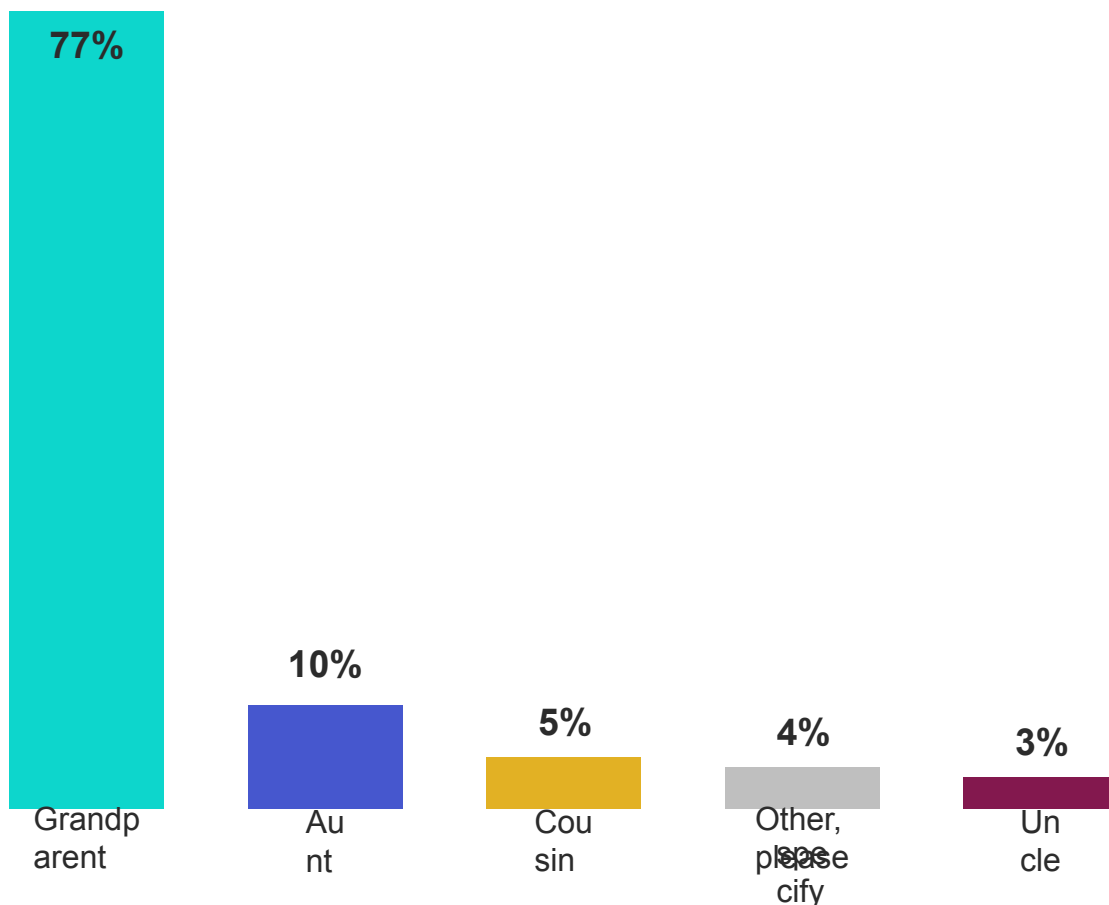
“We don’t want our child being care for with anyone other then us his parents.”

“The factor that most impacted my choice of taking care of my own children would be how people act nowadays. How they treat children. And since I’m not going to be there I won’t be able to see how they’re getting treated and I won’t be able to protect them with me not there either.”

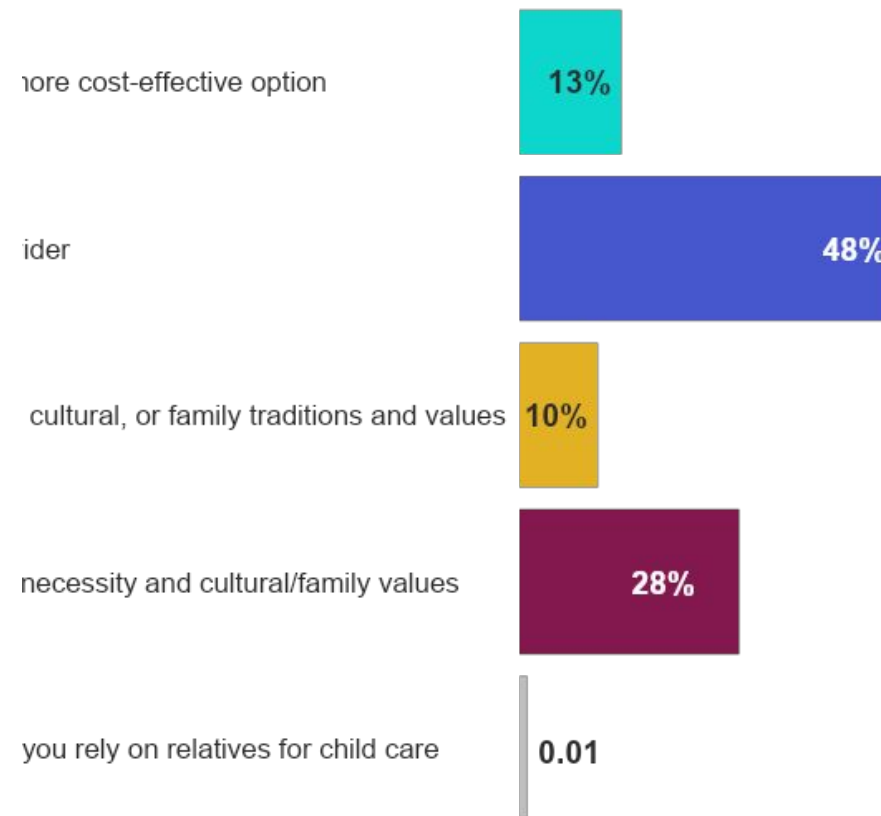
CURRENT CHILD CARE ARRANGEMENT

Among Hispanic parents currently using relatives for child care, a majority (77%) report grandparents are providing care, and express they value trusting their relatives for child care (48%), while only 13% say financial necessity.

Which of the following best describes which relative is responsible for your primary child care? *Among those currently using relative care, n=88*



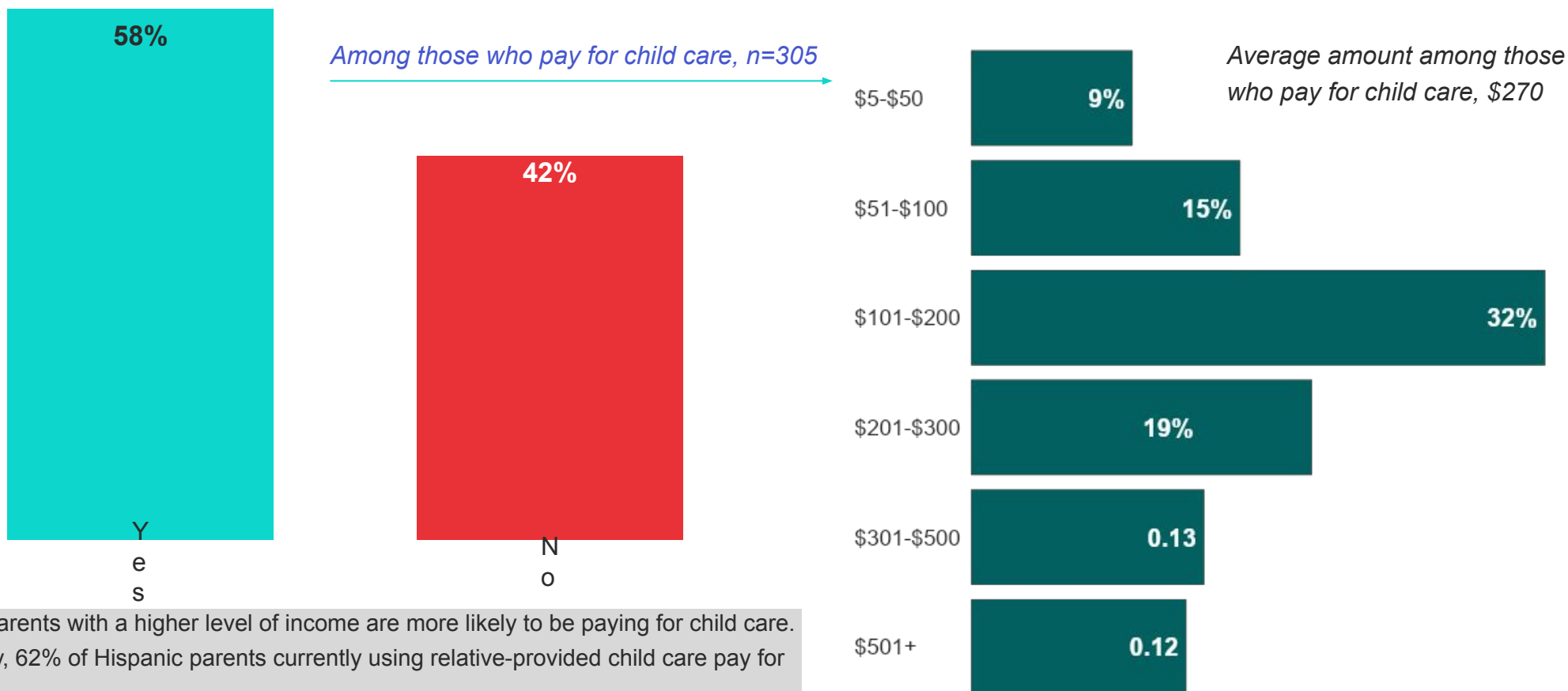
Which of the following best describes why you rely on relatives for child care? *Among those currently using relative care, n=88*



CURRENT CHILD CARE ARRANGEMENT

Overall, over half of Hispanic parents (58%) report that they pay for their child care, and on average pay \$270 on a weekly basis for their youngest child.

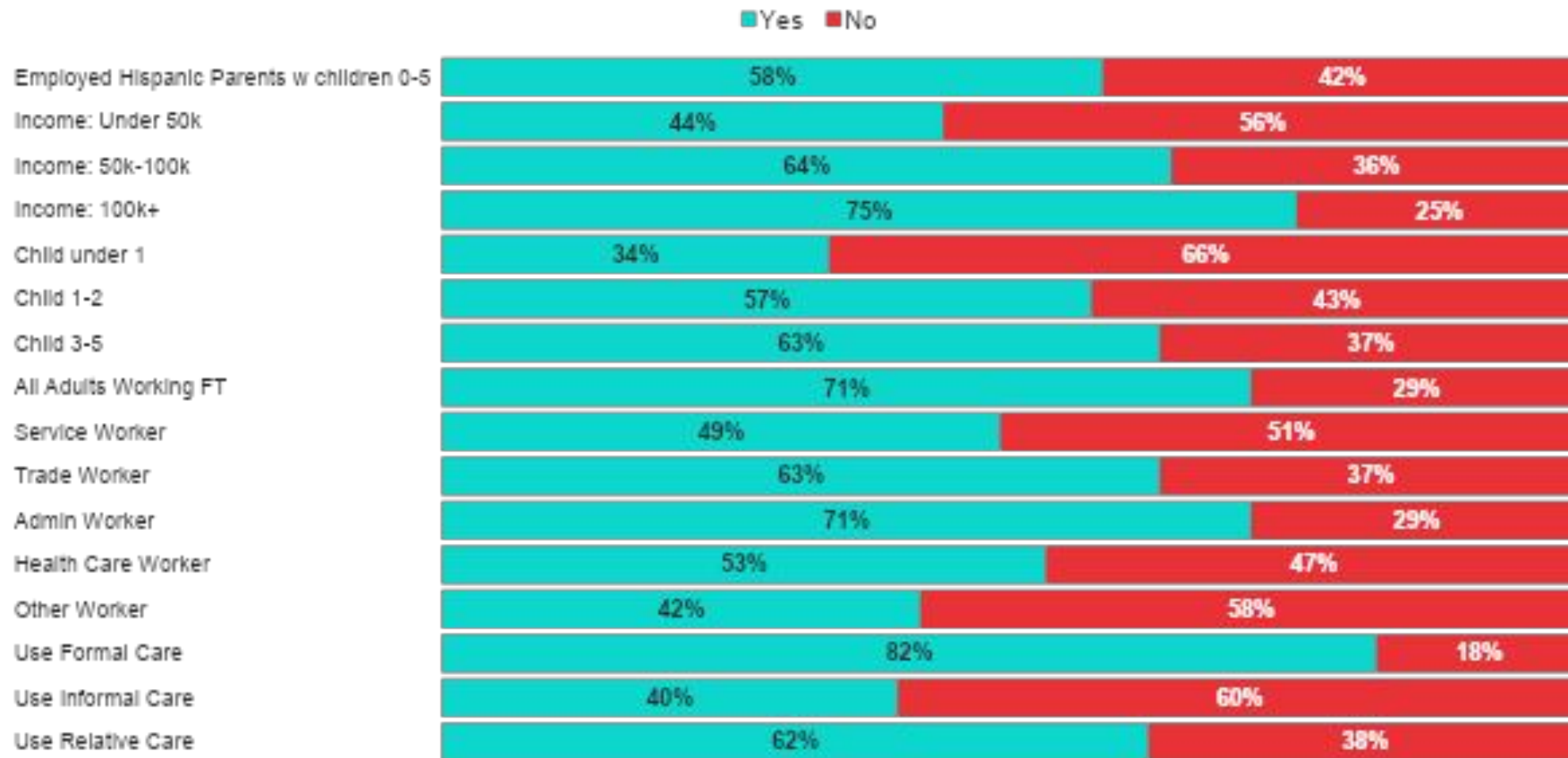
Do you currently pay your child care provider? If yes, please indicate how much you pay on average for child care on a weekly basis for your youngest child.



Hispanic Parents with a higher level of income are more likely to be paying for child care. Additionally, 62% of Hispanic parents currently using relative-provided child care pay for child care.

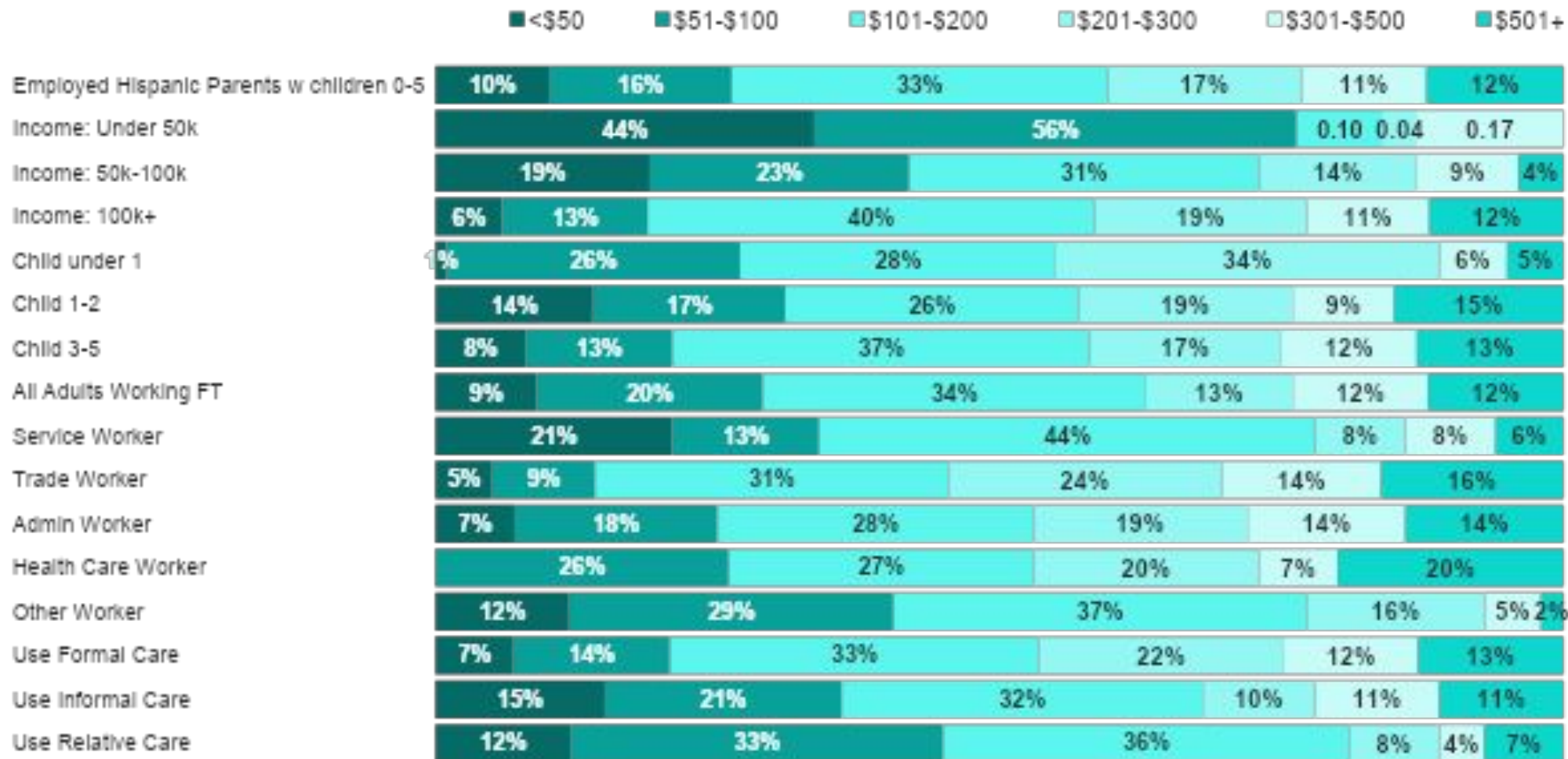
CURRENT CHILD CARE ARRANGEMENT

Do you currently pay your child care provider? If yes, please indicate how much you pay on average for child care on a weekly basis for your youngest child.



CURRENT CHILD CARE ARRANGEMENT

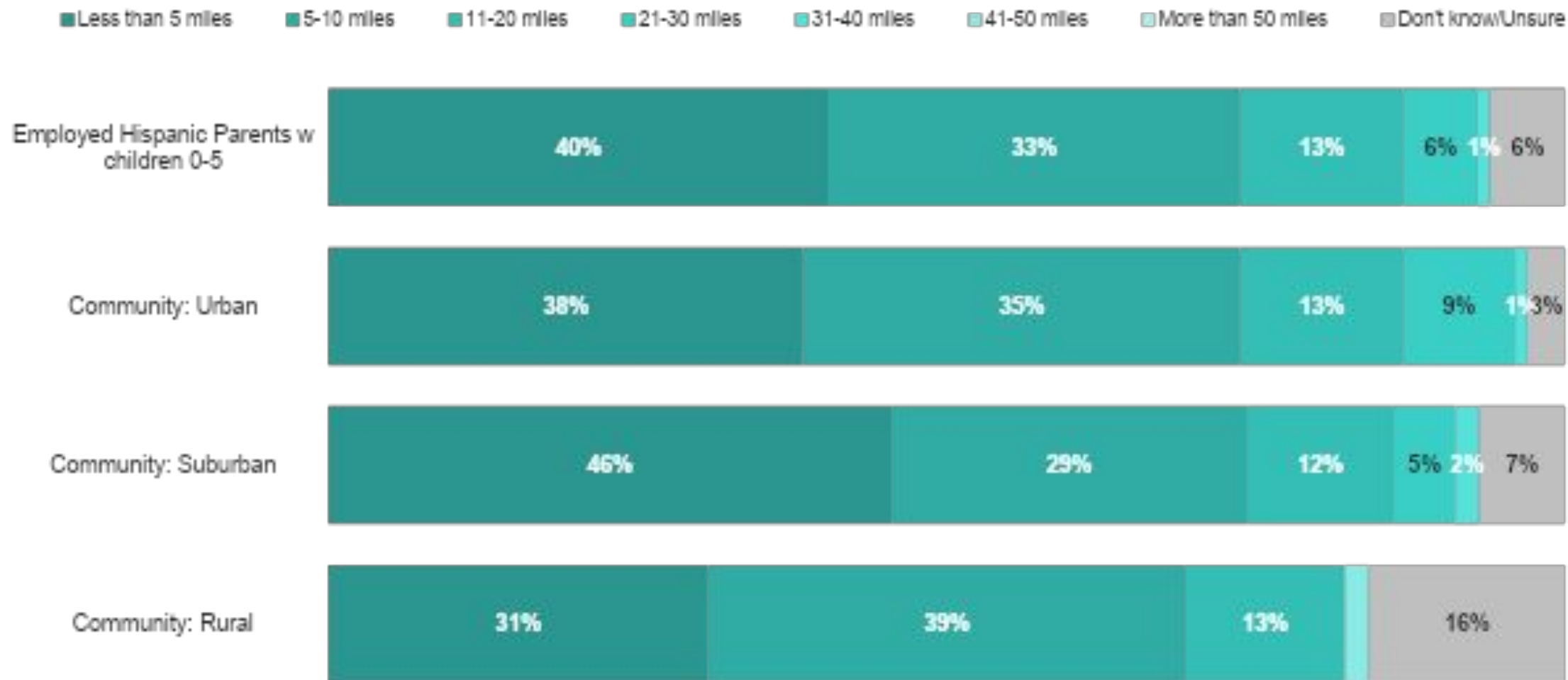
Do you currently pay your child care provider? If yes, please indicate how much you pay on average for child care on a weekly basis for your youngest child.



CURRENT CHILD CARE ARRANGEMENT

Hispanic parents living in a rural community (31%) are less likely than those in urban (38%) or suburban (45%) areas to have a child care program less than 5 miles from their home.

Approximately how many miles is a one-way drive from your home to child care programs?

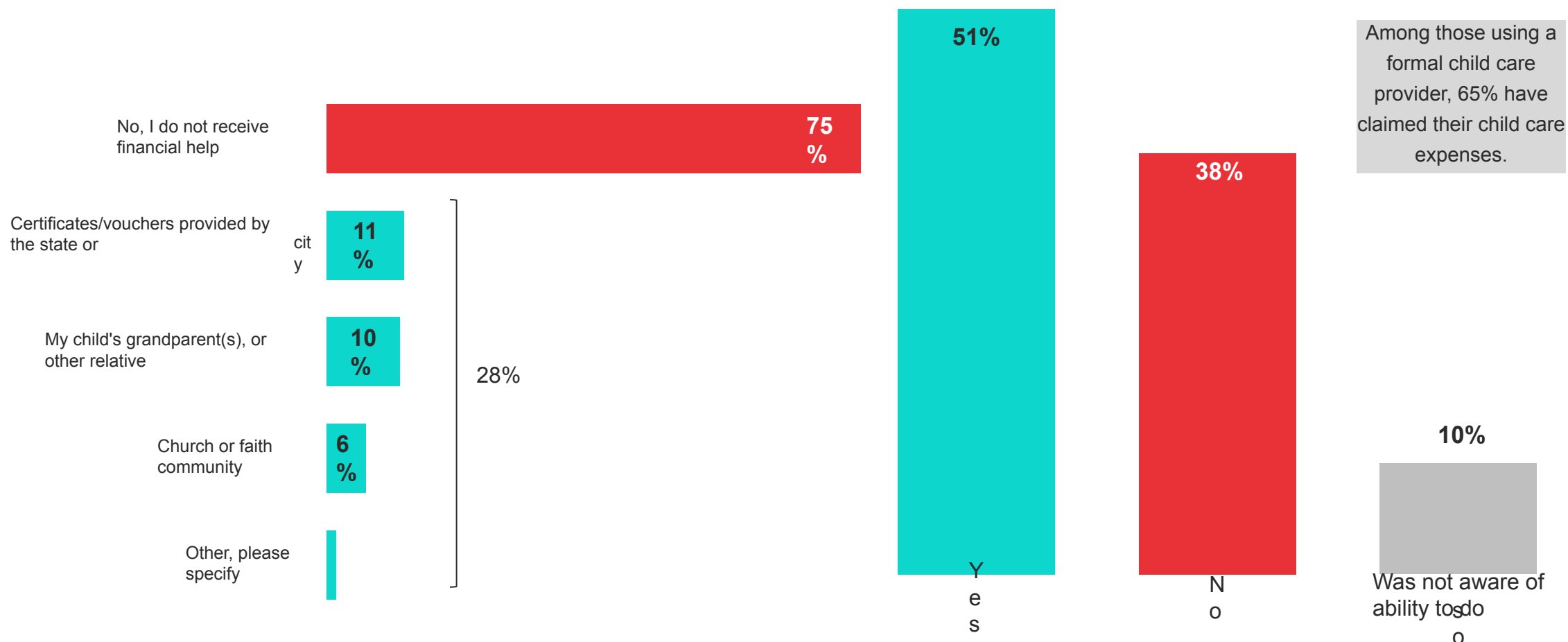


CURRENT CHILD CARE ARRANGEMENT

A majority of Hispanic parents (75%) do not receive financial help for their child care expenses. Additionally, 48% have not or are unsure how to claim child care expenses on their income taxes.

Do you receive outside financial help for your child care expenses? If yes, where do you receive financial help from? Select all that apply.

Have you ever claimed your child care expenses on your income taxes?



AGENDA

CURRENT CHILD CARE ARRANGEMENT

CHILD CARE PREFERENCES

VALUE OF LATINO CULTURE

WORK ARRANGEMENT

APPENDIX



CHILD CARE PREFERENCES

Even if child care were free and in a convenient location, Hispanic parents are most likely to prefer the type of child care arrangement they are currently using.

If child care were free and in a convenient location for your family, what type of child care arrangement would you most prefer for your youngest child?

	Employed Hispanic Parents w children 0-5	Use Formal Care	Use Informal Care	Use Relative Care
Child Care Center	14%	22%	7%	5%
Child Care Center, affiliated with a faith-based organization	8%	10%	6%	6%
Family Child Care Home	6%	11%	2%	4%
Part-day Pre-K Program	8%	11%	5%	8%
Head Start Program	14%	19%	11%	12%
Relative (e.g. grandparent, aunt/uncle)	16%	7%	24%	50%
I provide care for my child	9%	6%	11%	7%
My spouse/partner provide care for our child	11%	3%	17%	1%
My spouse/partner and I alternate providing care for our child	11%	8%	13%	5%
Non-relative friend or neighbor	0%	0%	1%	0%
Non-live-in nanny or nanny share	2%	3%	1%	1%
Other, please specify	1%	1%	0%	0%

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 a set of 15 factors when thinking about the child care provider for their youngest child.

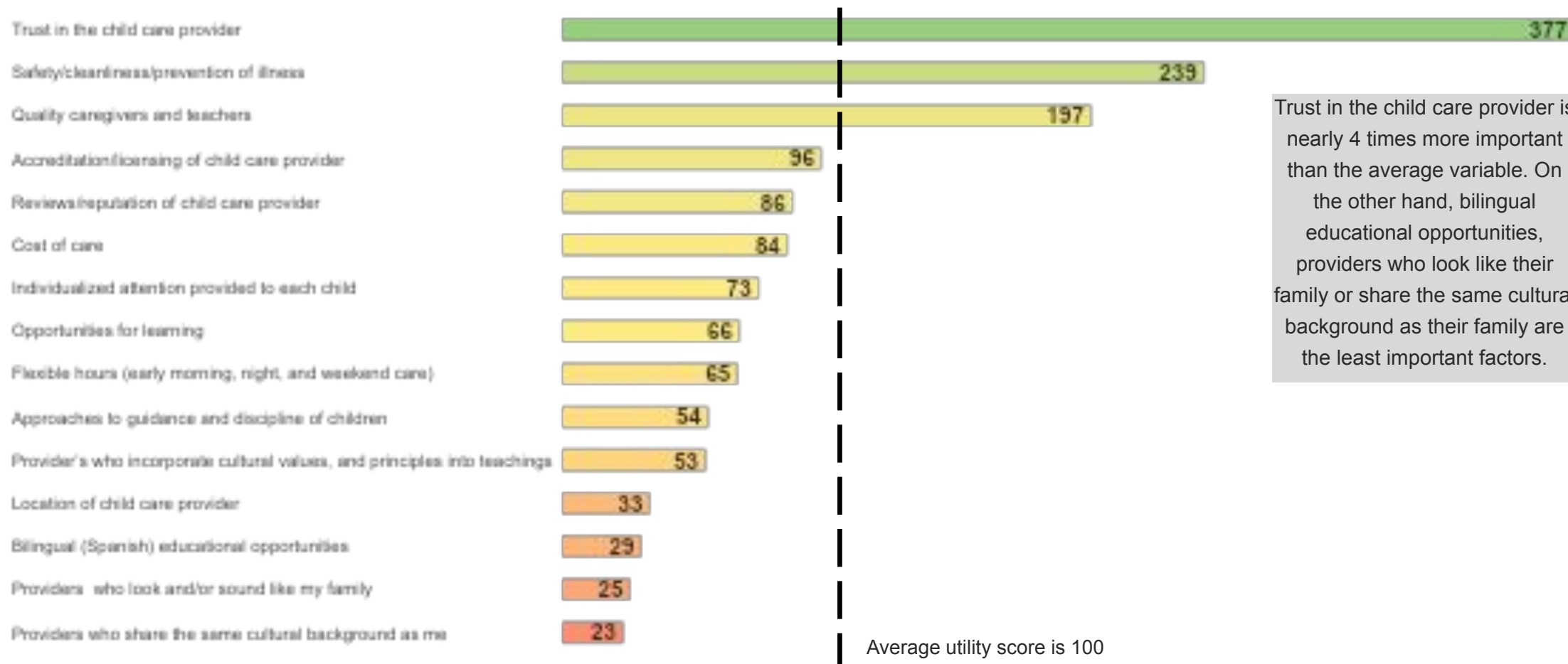
Please indicate which factor is **most important** in selecting a child care provider for your child(ren) under the age of 5 **at this time**, and which factor is **least important** in selecting a child care provider for your child(ren) under the age of 5 **at this time**.

MOST IMPORTANT		LEAST IMPORTANT
<input type="radio"/>	Approached to guidance and discipline of children	<input type="radio"/>
<input type="radio"/>	Cost of care	<input checked="" type="radio"/>
<input type="radio"/>	Location of child care provider	<input type="radio"/>
<input checked="" type="radio"/>	Quality caregivers and teachers	<input type="radio"/>
<input type="radio"/>	Opportunities for learning	<input type="radio"/>

CHILD CARE PREFERENCES

Trust in the child care provider is the most important factor when choosing a child care provider, followed by safety/cleanliness/prevention of illness, and quality caregivers.

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**.



Trust in the child care provider is nearly 4 times more important than the average variable. On the other hand, bilingual educational opportunities, providers who look like their family or share the same cultural background as their family are the least important factors.

CHILD CARE PREFERENCES

Across community types trust, safety/cleanliness, and quality caregivers are the most important factors when selecting a child care provider, although trust is especially important to rural Hispanic parents.

Average Utility Score Across Community Type

	Employed Hispanic Parents w children 0-5	Community: Urban	Community: Suburban	Community: Rural
Trust in the child care provider	377	332	409	451
Safety/cleanliness/prevention of illness	239	244	230	248
Quality caregivers and teachers	197	196	196	205
Accreditation/licensing of child care provider	96	99	99	78
Reviews/reputation of child care provider	86	87	84	89
Cost of care	84	82	87	80
Individualized attention provided to each child	73	78	69	69
Opportunities for learning	66	71	64	52
Flexible hours (early morning, night, and weekend care)	65	72	56	69
Approaches to guidance and discipline of children	54	53	59	46
Provider's who incorporate cultural values, and principles into teachings	53	57	54	39
Location of child care provider	33	35	30	32
Bilingual (Spanish) educational opportunities	29	37	25	13
Providers who look and/or sound like my family	25	29	22	18
Providers who share the same cultural background as me	23	29	18	11

Average Utility Score

CHILD CARE PREFERENCES

Individualized attention provided to each child and flexible hours are especially important factors to Hispanic parents in the Northeast.

Average Utility Score Across Region

	Employed Hispanic Parents w children 0-5	4-Region: Northeast	4-Region: Midwest	4-Region: South	4-Region: West
Trust in the child care provider	377	318	382	389	384
Safety/cleanliness/prevention of illness	239	221	240	241	243
Quality caregivers and teachers	197	189	213	202	190
Accreditation/licensing of child care provider	96	96	90	102	92
Reviews/reputation of child care provider	86	92	90	85	83
Cost of care	84	90	90	77	87
Individualized attention provided to each child	73	96	71	66	73
Opportunities for learning	66	66	63	73	58
Flexible hours (early morning, night, and weekend care)	65	82	66	51	75
Approaches to guidance and discipline of children	54	54	46	54	58
Provider's who incorporate cultural values, and principles into teachings	53	55	53	59	46
Location of child care provider	33	36	39	30	32
Bilingual (Spanish) educational opportunities	29	34	23	29	30
Providers who look and/or sound like my family	25	34	22	22	27
Providers who share the same cultural background as me	23	36	12	20	24

Average
Utility Score

CHILD CARE PREFERENCES

The younger the child is the more importance Hispanic parents place on trust in the child care provider, and less importance placed on cost and opportunities for learning.

Average Utility Score Across Age of Child

	Employed Hispanic Parents w children 0-5	Child under 1	Child 1-2	Child 3-5
Trust in the child care provider	377	511	387	359
Safety/cleanliness/prevention of illness	239	232	240	236
Quality caregivers and teachers	197	202	193	199
Accreditation/licensing of child care provider	96	111	90	103
Reviews/reputation of child care provider	86	77	98	85
Cost of care	84	51	84	82
Individualized attention provided to each child	73	65	76	73
Opportunities for learning	66	45	63	67
Flexible hours (early morning, night, and weekend care)	65	68	59	68
Approaches to guidance and discipline of children	54	35	55	55
Provider's who incorporate cultural values, and principles into teachings	53	31	51	55
Location of child care provider	33	23	30	35
Bilingual (Spanish) educational opportunities	29	26	31	28
Providers who look and/or sound like my family	25	11	22	29
Providers who share the same cultural background as me	23	12	23	25

Average Utility Score

CHILD CARE PREFERENCES

Whether Hispanic parents are using formal or informal child care, trust, safety/cleanliness, and quality caregivers are the most important factors.

Average Utility Score Across Child Care Arrangement

	Employed Hispanic Parents w children 0-5	Use Formal Child Care	Use Informal Child Care
Trust in the child care provider	377	349	398
Safety/cleanliness/prevention of illness	239	232	244
Quality caregivers and teachers	197	210	186
Accreditation/licensing of child care provider	96	92	100
Reviews/reputation of child care provider	86	77	93
Cost of care	84	84	84
Individualized attention provided to each child	73	69	76
Opportunities for learning	66	74	60
Flexible hours (early morning, night, and weekend care)	65	64	67
Approaches to guidance and discipline of children	54	55	54
Provider's who incorporate cultural values, and principles into teachings	53	61	48
Location of child care provider	33	40	27
Bilingual (Spanish) educational opportunities	29	33	27
Providers who look and/or sound like my family	25	33	19
Providers who share the same cultural background as me	23	28	18

Average
Utility Score

CHILD CARE PREFERENCES

Across generation type the three most important variables of a child care provider remain the same. However, those from a third-generation family are especially likely to value trust in the provider.

Average Utility Score Across Generation

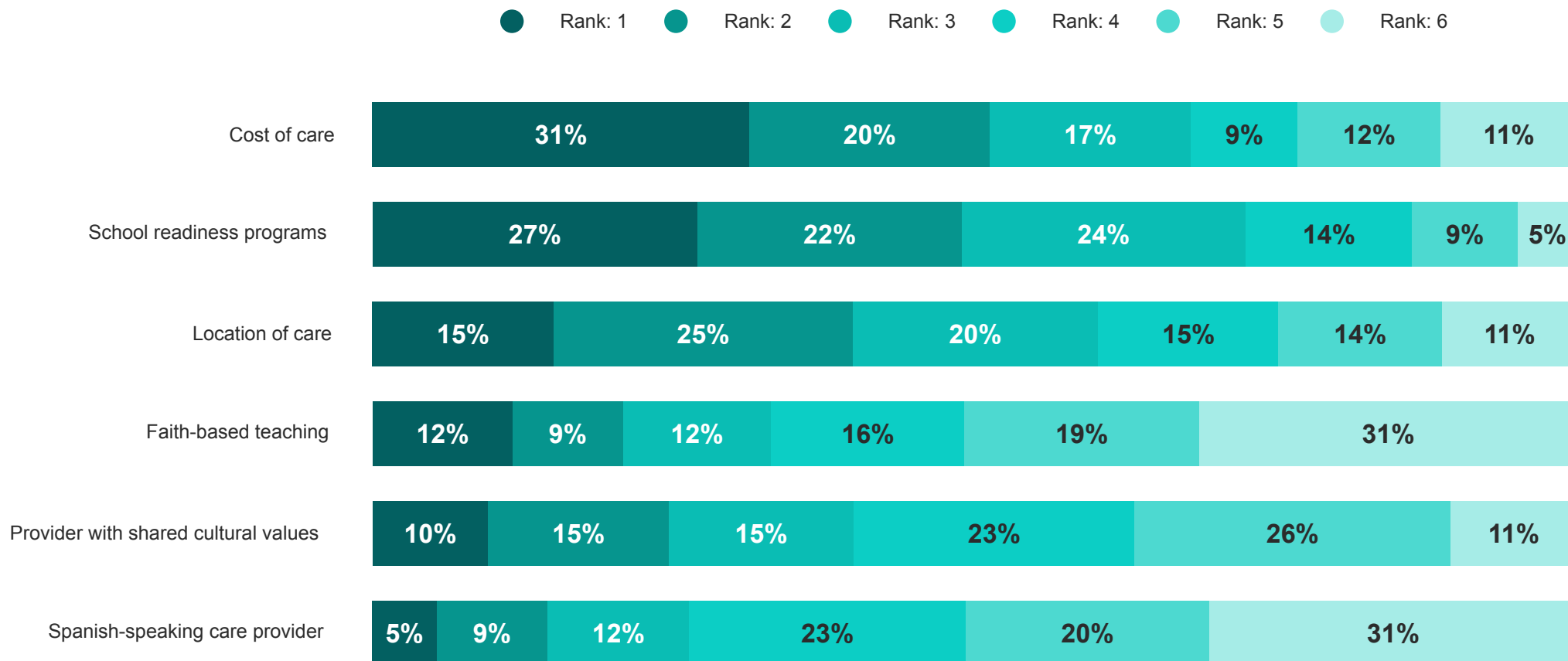
	Employed Hispanic Parents w children 0-5	First Generation	Second Generation	Third Generation
Trust in the child care provider	377	352	349	422
Safety/cleanliness/prevention of illness	239	230	240	244
Quality caregivers and teachers	197	183	195	208
Accreditation/licensing of child care provider	96	103	95	93
Reviews/reputation of child care provider	86	93	84	83
Cost of care	84	83	78	90
Individualized attention provided to each child	73	70	74	74
Opportunities for learning	66	64	71	62
Flexible hours (early morning, night, and weekend care)	65	81	72	48
Approaches to guidance and discipline of children	54	50	61	50
Provider's who incorporate cultural values, and principles into teachings	53	53	65	41
Location of child care provider	33	38	35	27
Bilingual (Spanish) educational opportunities	29	39	35	17
Providers who look and/or sound like my family	25	35	24	21
Providers who share the same cultural background as me	23	27	23	20

Average Utility Score

CHILD CARE PREFERENCES

Of a smaller list Hispanic parents express similar sentiments- placing the highest importance on cost of care and school readiness over location, faith-based teaching, cultural values, and being Spanish-speaking.

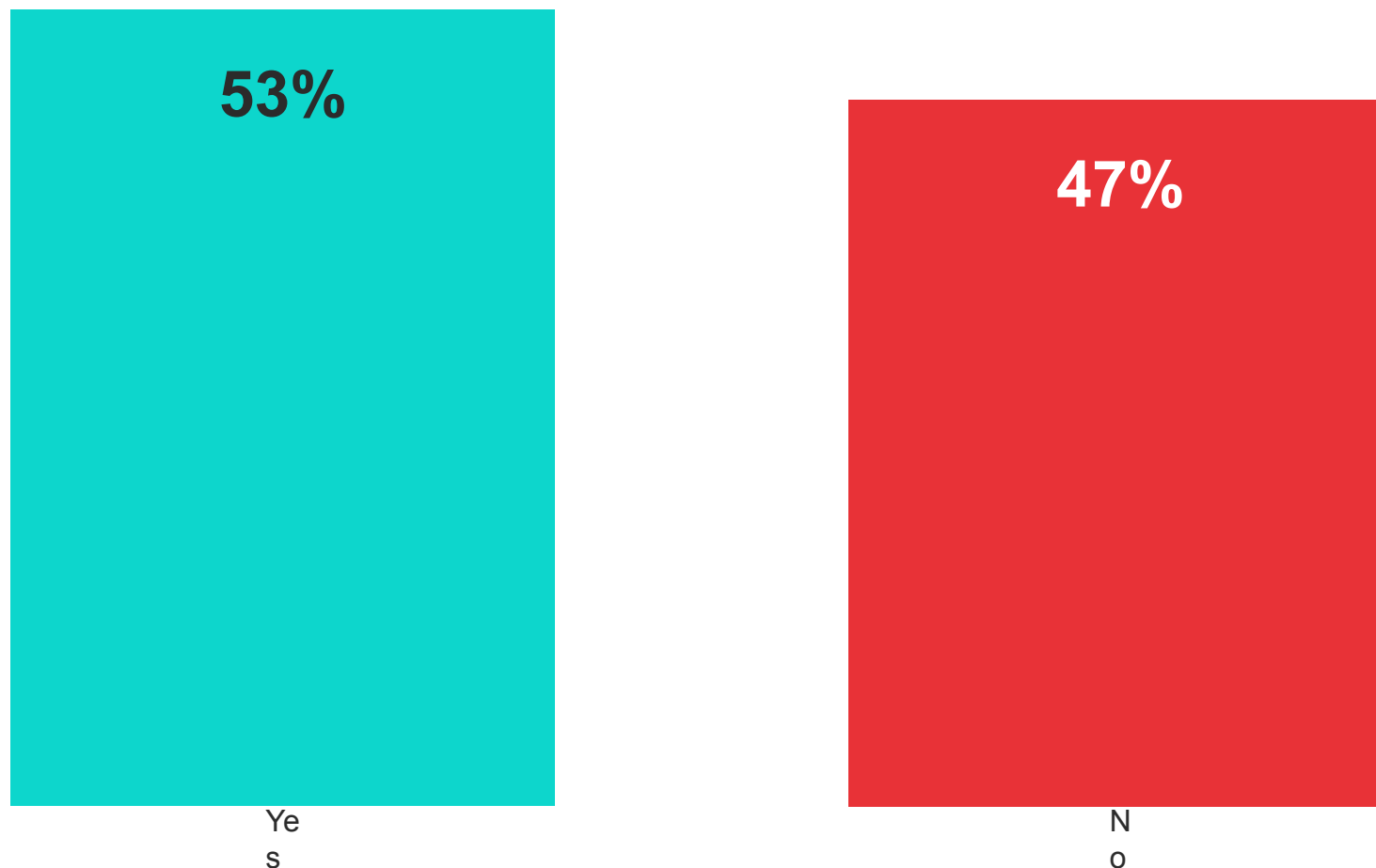
Of a smaller list, please rank the following factors from most to least important when choosing a child care arrangement for your youngest child where 1 is most important and 6 is least important.



CHILD CARE PREFERENCES

Half of Hispanic parents (53%) have used a formal child care arrangement before.

Have you ever used a formal child care arrangement before?



Among Hispanic parents currently using informal child care, 42% have used formal child care before, while this number drops to 33% among those using relative-provided child care.

CHILD CARE PREFERENCES

While cost is the main reason Hispanic parents reference for why they stopped using a formal child care arrangement, they also reference their personal preference or situation changing, or having a bad experience in a formal child care setting.

You indicated that you previously used a formal child care arrangement. In a few words, please describe why you stopped using a formal child care arrangement? *Among those currently using informal child care but used a formal child care arrangement in the past, n=216*

COST

“They started to increase the price too much which I could not afford it.”

“The cost was higher than expected and it was no longer a good fit for our family.”

“Because the price is too high and not convincing enough to take kid there.”

“It was too expensive for something I found unnecessary. My wife and I can take care of our child in between shifts.”

BAD EXPERIENCE

“I did not trust the teachers my child would come home with scratches and bruises and no one could explain how it happened.”

“Some providers tend to mistreat kids when the parents are not present.”

“She was stealing money from me charging me twice . She also cut my child's hair without permission.”

PREFERENCE

“We didn't enjoy the values that were allowed to be displayed around our child. They are very sensitive to this. We wanted an environment that could be comforting and gone was the best place.”

“Rather have family raise my child and instill our values.”

“The cost can be a lot out of pocket, also, they are not running during the hours that I need to, which is the over night from 11 PM to 7 in the morning, so is difficult to get a childcare center.”

SITUATION CHANGED

“I have family members who are able to care for them during such times.”

“Work schedule changed.”

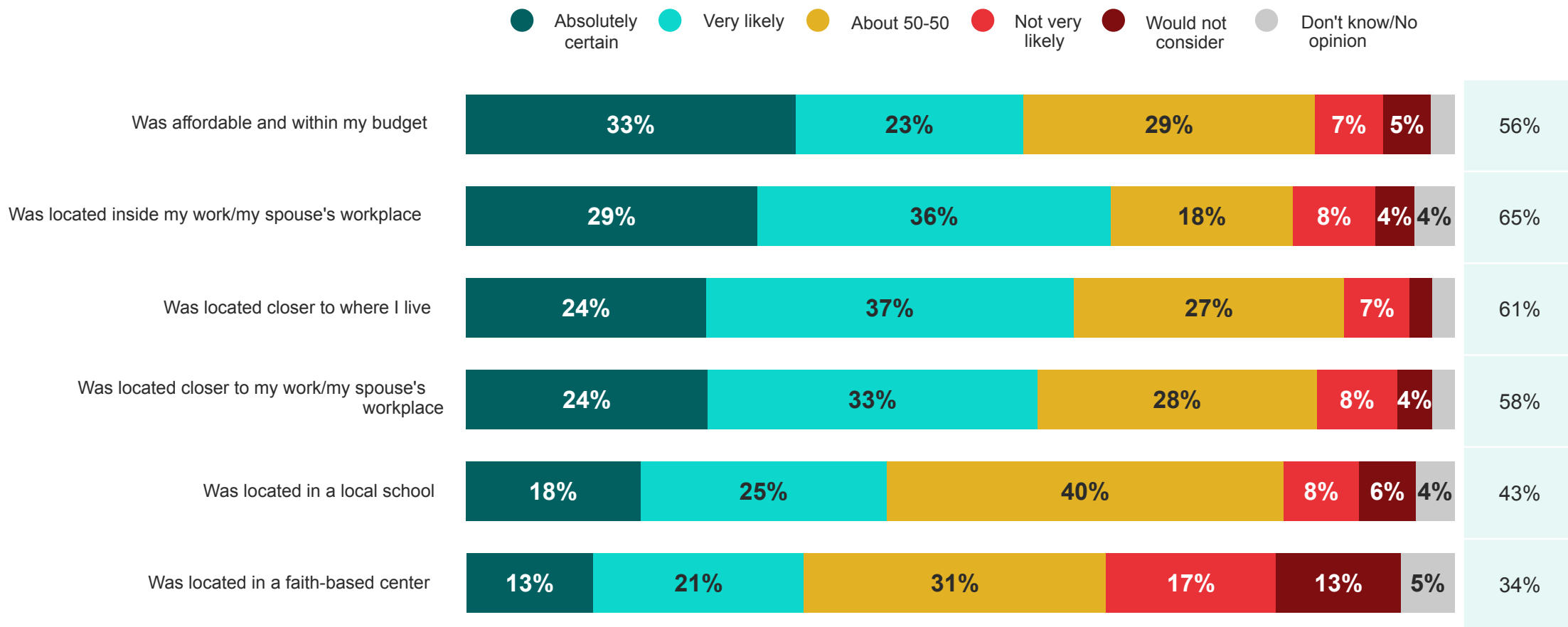
“I wanted to start to spend more time with my kids.”

“The provider showed large gaps in their knowledge and understanding. They misrepresented their skills training and abilities, so we no longer continued with them.”

CHILD CARE PREFERENCES

Location and cost are key for Hispanic parents currently using an informal child care arrangement to be likely to consider a formal option.

If a formal child care option had the following attributes, how likely, if at all, would you be to consider sending your child? *Among those currently using informal child care, n=288*



AGENDA

CURRENT CHILD CARE ARRANGEMENT

CHILD CARE PREFERENCES

VALUE OF LATINO CULTURE

WORK ARRANGEMENT

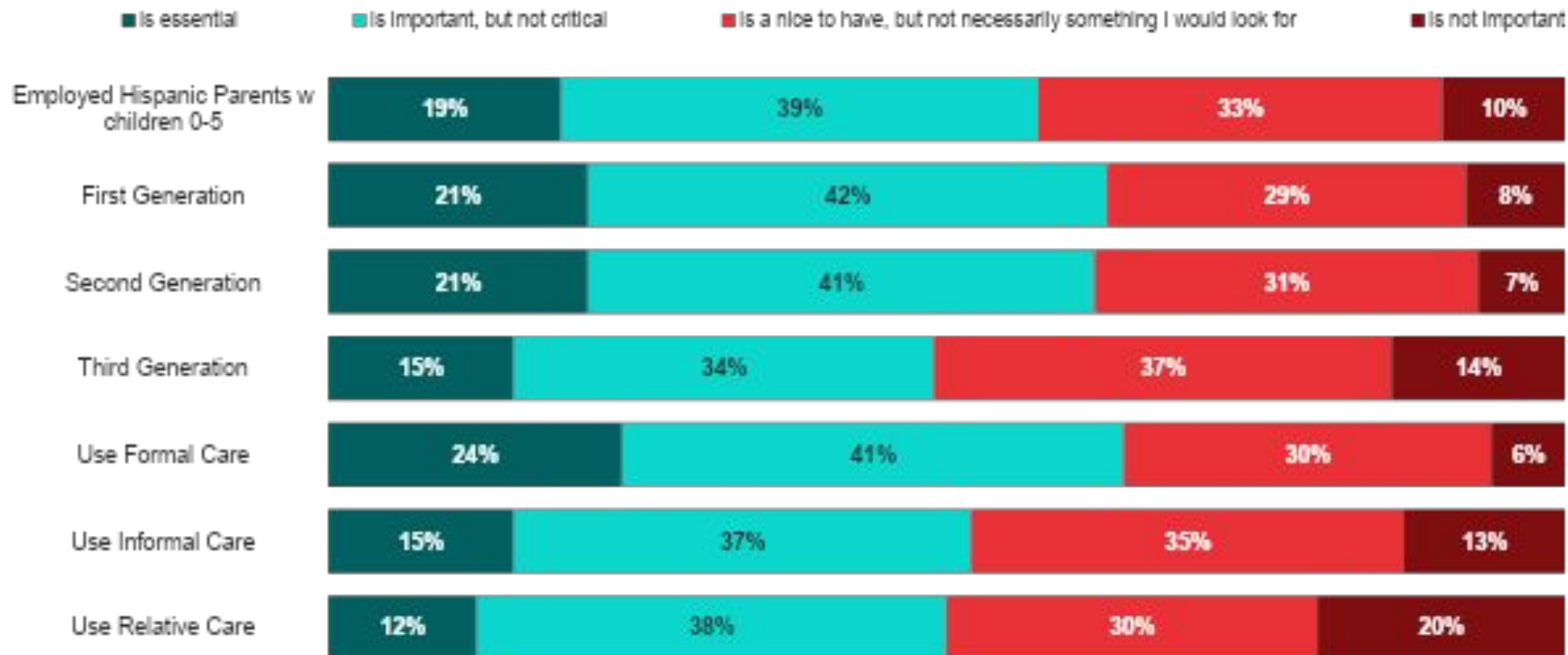
APPENDIX



VALUE OF LATINO CULTURE

A majority of Hispanic parents say it is important for their child care provider to incorporate Latino culture in their child care (58% saying it is *essential* or *important but not critical*). Parents using a formal child care arrangement are most likely to say this is important (65%).

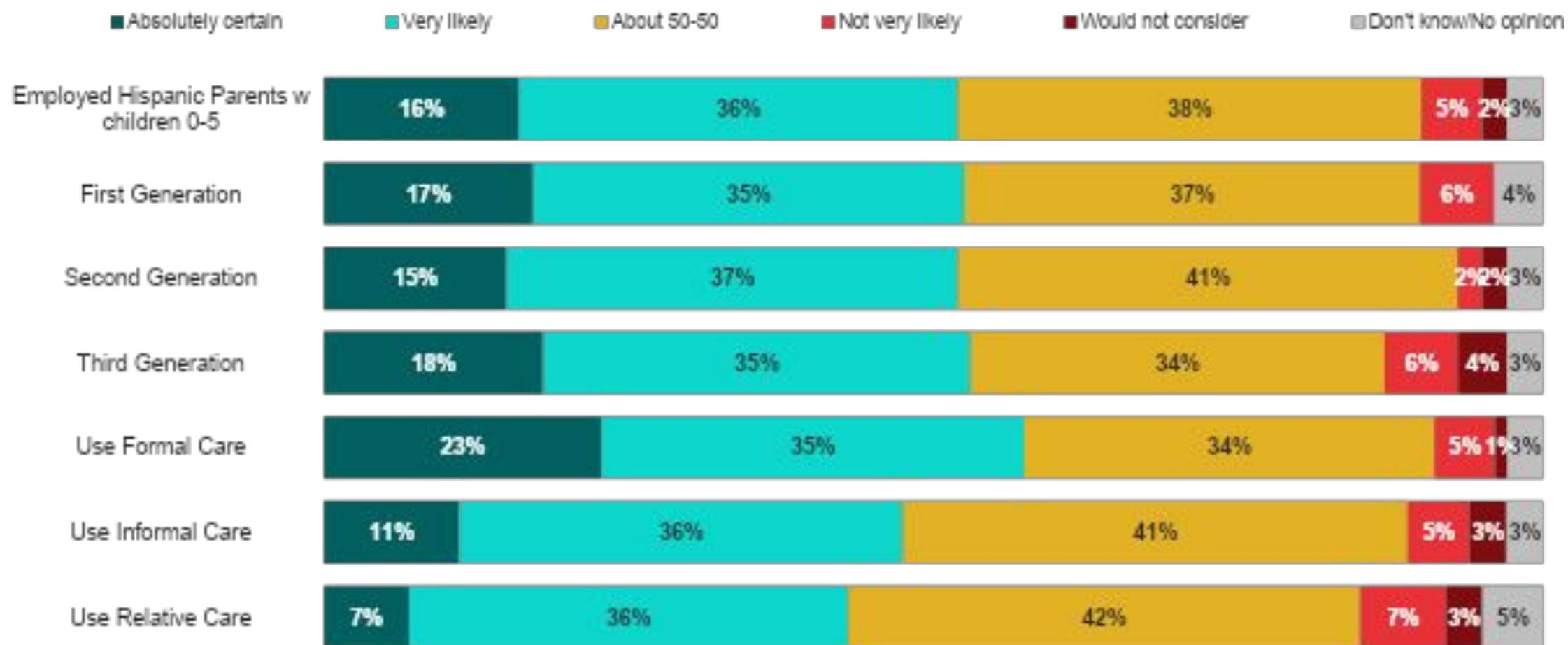
How important is it to you, if at all, that your child care provider incorporates Latino cultural practices, traditions, or values into their care for your child?



VALUE OF LATINO CULTURE

A child care provider *not* offering culturally relevant teachings or activities doesn't negatively impact Hispanic parents' likelihood to consider that arrangement.

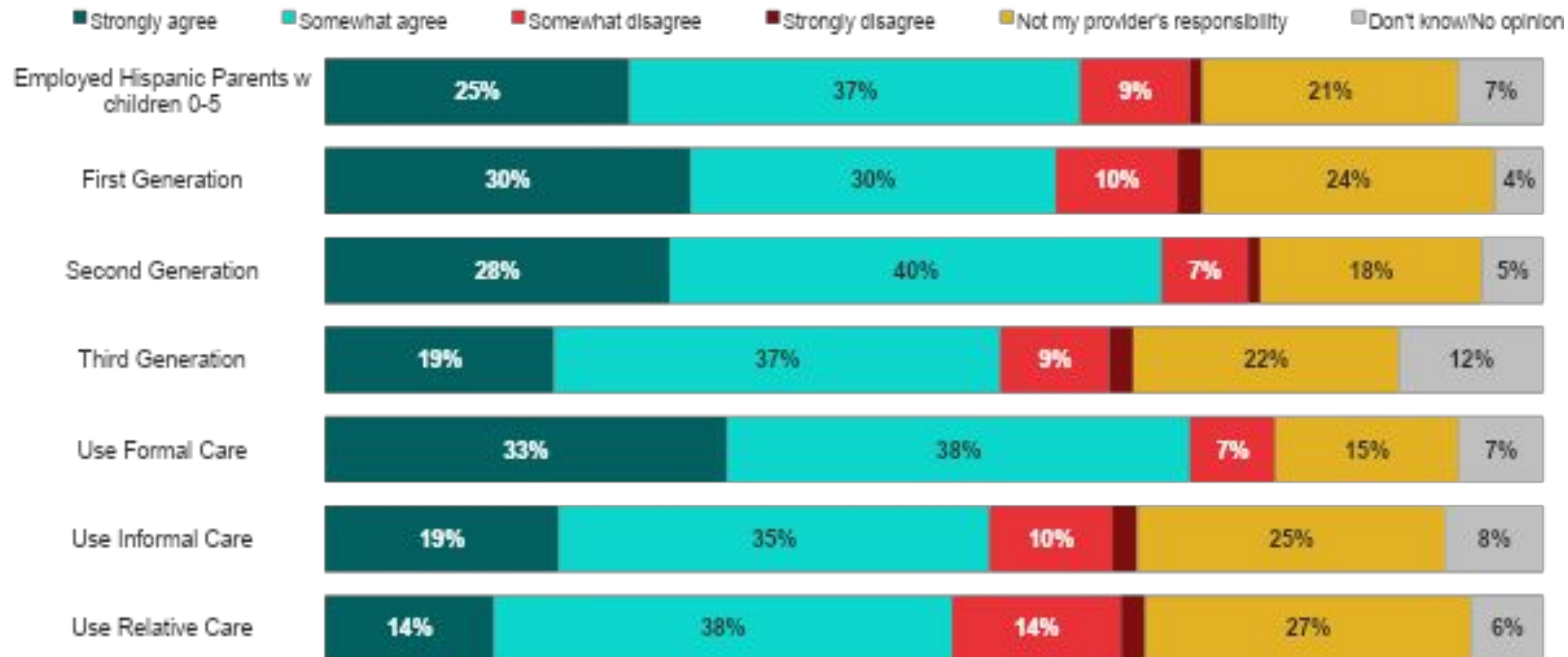
If a formal child care option was affordable and located in a convenient location, but didn't offer culturally relevant teachings or activities, how likely, if at all, would you be to consider sending your child to that arrangement?



VALUE OF LATINO CULTURE

A majority of Hispanic parents (62%) agree their child care providers should integrate Latino culture in addition to school readiness teachings, with those using formal child care most likely to agree (71%).

How much do you agree or disagree with the following statement? *My child care providers should integrate Latino culture in addition to school readiness teachings.*



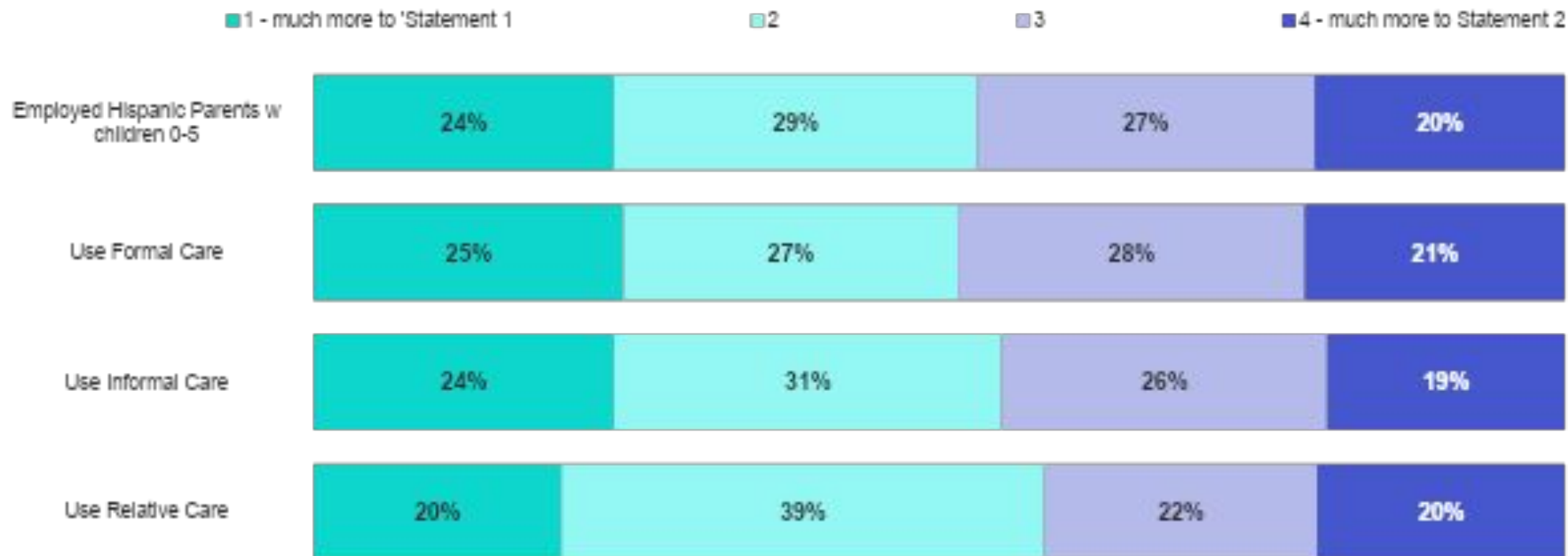
VALUE OF LATINO CULTURE

Hispanic parents are split on whether they have had to sacrifice the quality of child care (53%) or Latino culture for their current child care arrangement (47%). Those using relative care are slightly more likely to agree they have had to sacrifice quality child care to ensure their child retains cultural values (59%).

Which of the following best represents your view, even if neither is exactly correct?

Statement 1--- I have had to sacrifice the quality of my child care arrangement to ensure my child retains cultural and family values

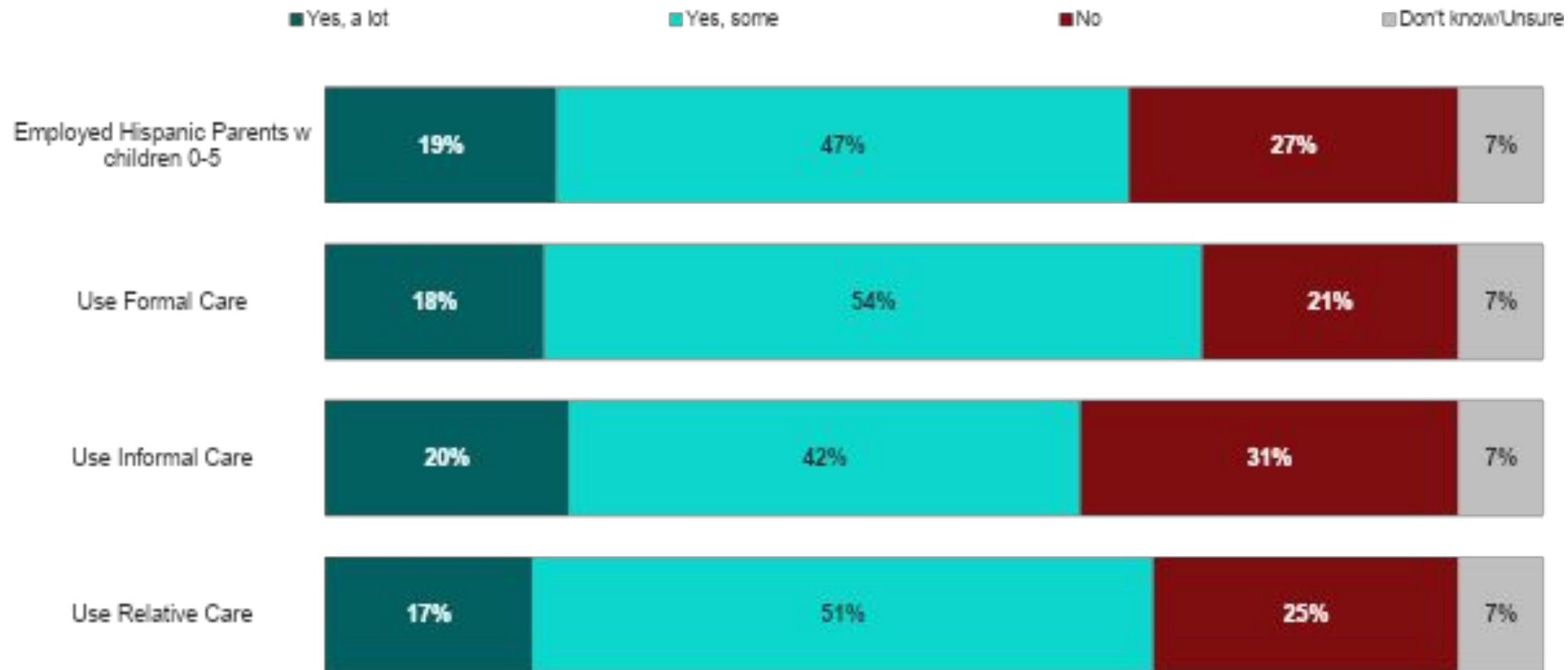
Statement 2--- I have had to sacrifice immersing my child in Latino cultural and family values to ensure the quality of my current child care arrangement



VALUE OF LATINO CULTURE

A majority of Hispanic parents (66%) say their current child care arrangement incorporates at least *some* Latino culture in addition to school readiness.

Does your current child care arrangement incorporate Latino culture in addition to school readiness teachings?



AGENDA

CURRENT CHILD CARE ARRANGEMENT

CHILD CARE PREFERENCES

VALUE OF LATINO CULTURE

WORK ARRANGEMENT

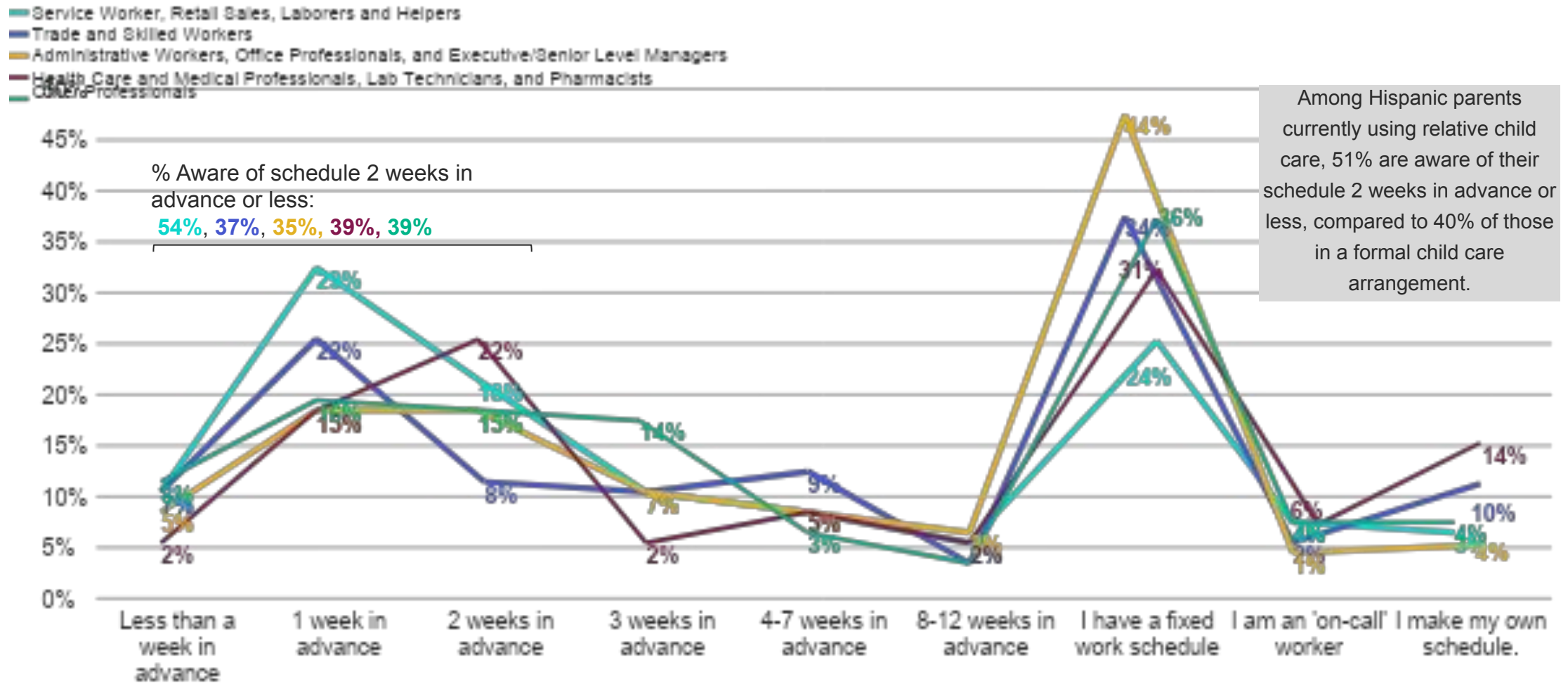
APPENDIX



WORK ARRANGEMENTS

Over half of Hispanic parents who are service/retail workers (54%) are aware of their work schedule 2 weeks in advance or less.

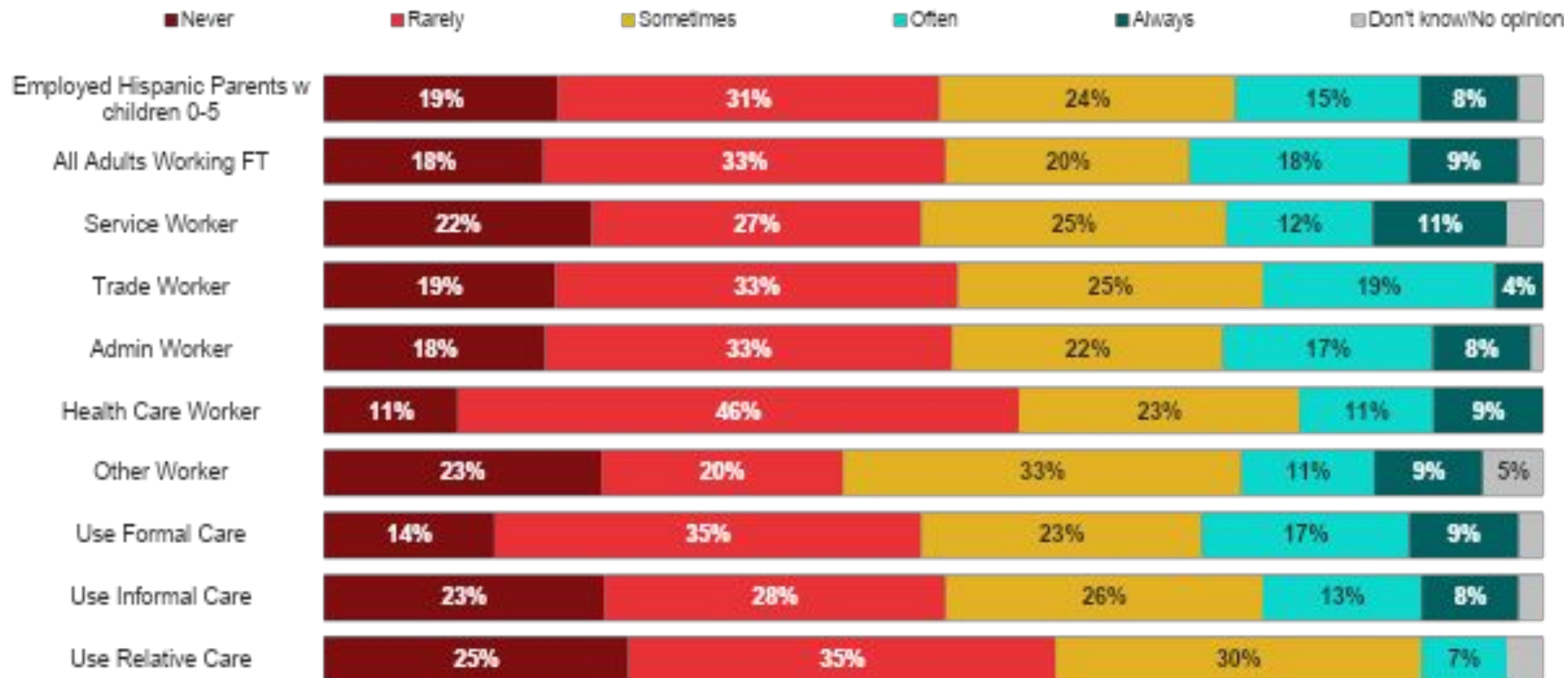
Thinking about your work hours, how far in advance are you aware of your work schedule, or do you have a fixed work schedule?



WORK ARRANGEMENT

Nearly half of Hispanic parents (47%) say their child care responsibilities have impacted their ability to work at least *sometimes* over the past month.

In the past month, how frequently, if at all, has child care responsibilities impacted your ability to work or perform work-related tasks?



AGENDA

CURRENT CHILD CARE ARRANGEMENT

CHILD CARE PREFERENCES

VALUE OF LATINO CULTURE

WORK ARRANGEMENT

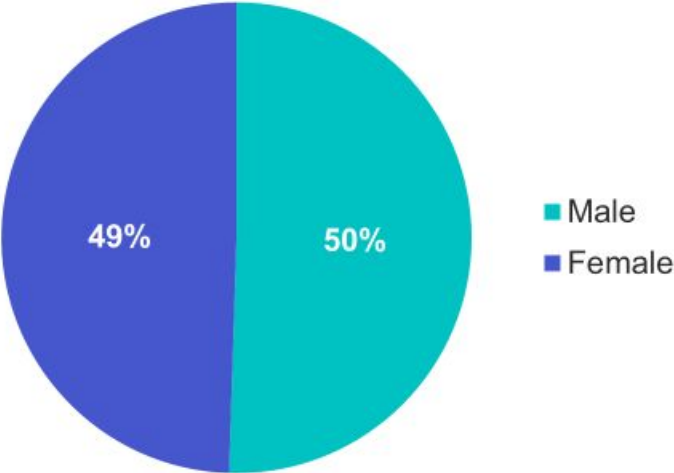
APPENDIX



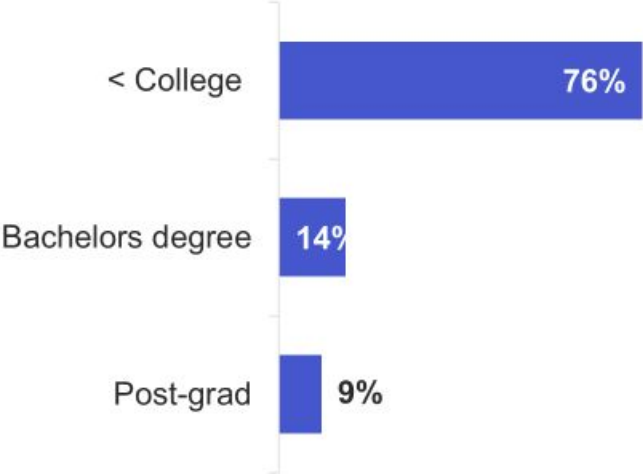
APPENDIX: RESPONDENT PROFILE

Demographic Information

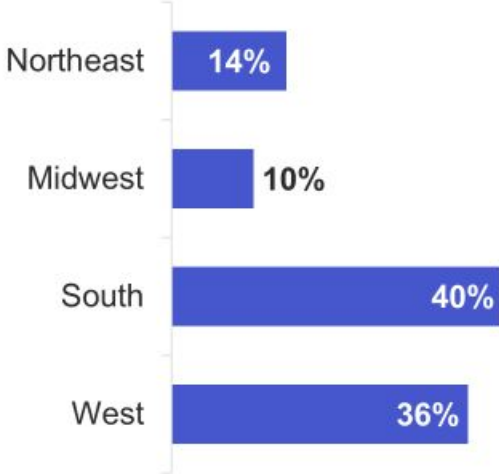
Gender



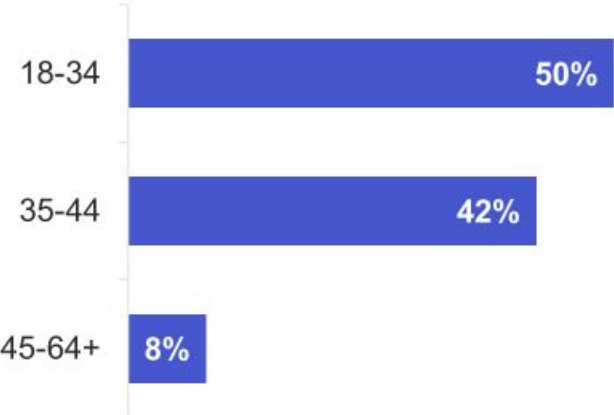
Education



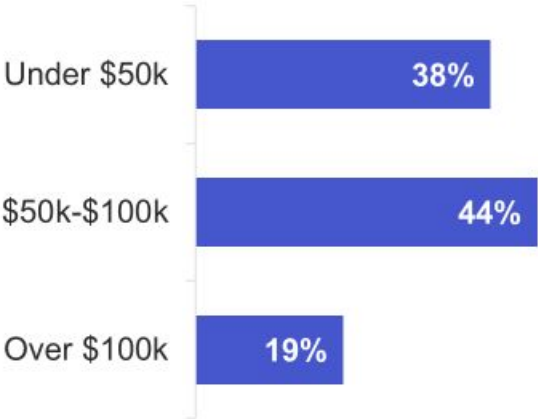
Region



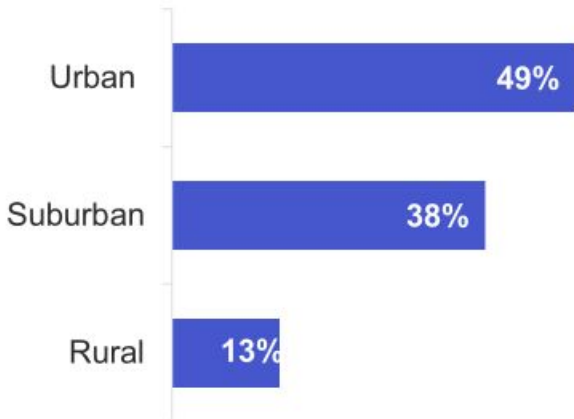
Age



Income



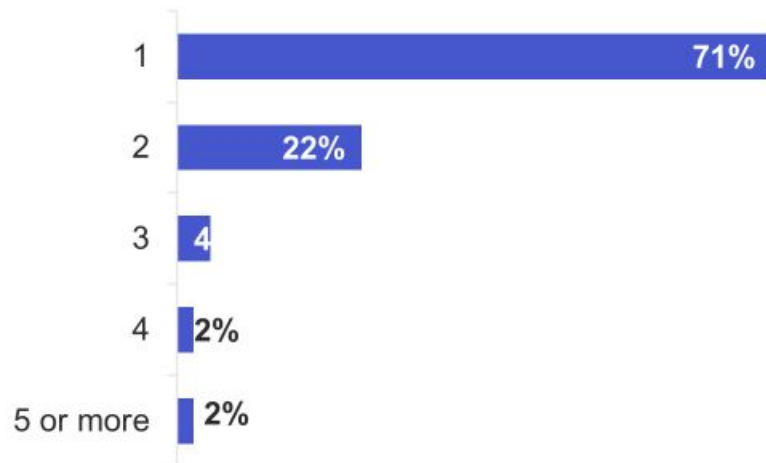
Community Type



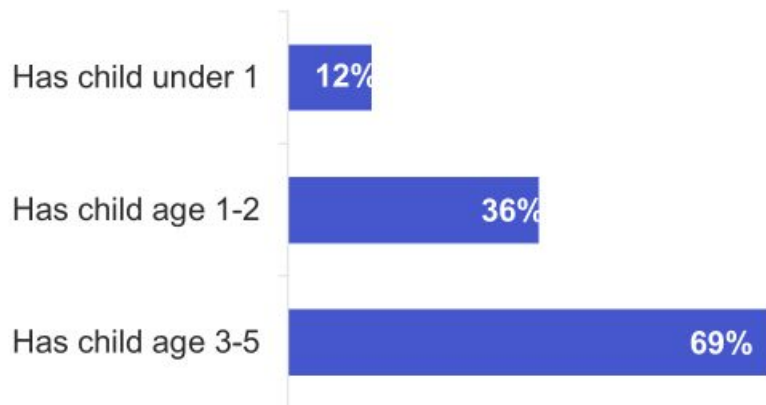
APPENDIX: RESPONDENT PROFILE

Family and Culture Demographics

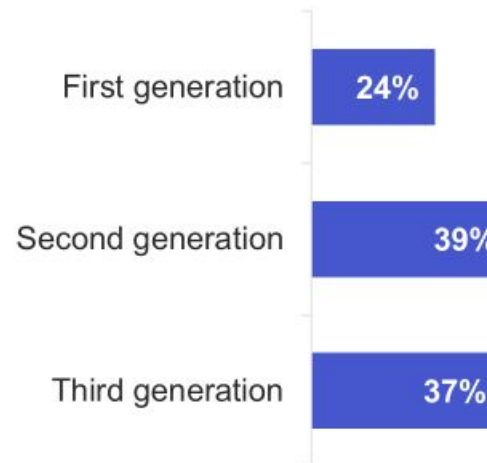
How many children under the age of 5 do you have?



Age of children

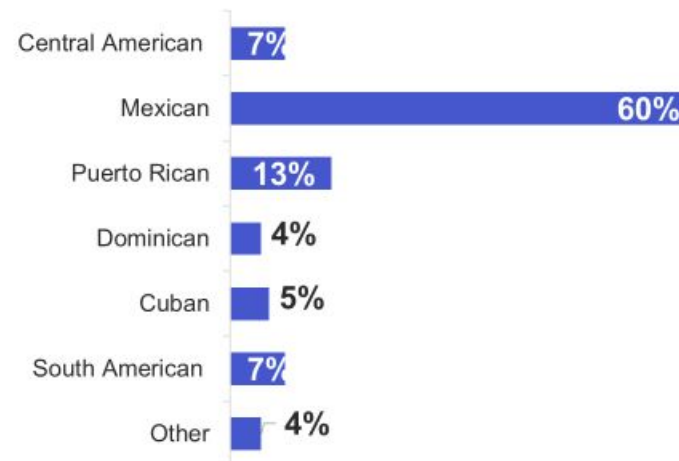


Which of the following best describes your generational status in the U.S.?



	First Generation	Second Generation	Third Generation
Educ: < College	23%	38%	38%
Educ: Bachelors degree	25%	44%	30%
Educ: Post-grad	22%	39%	39%

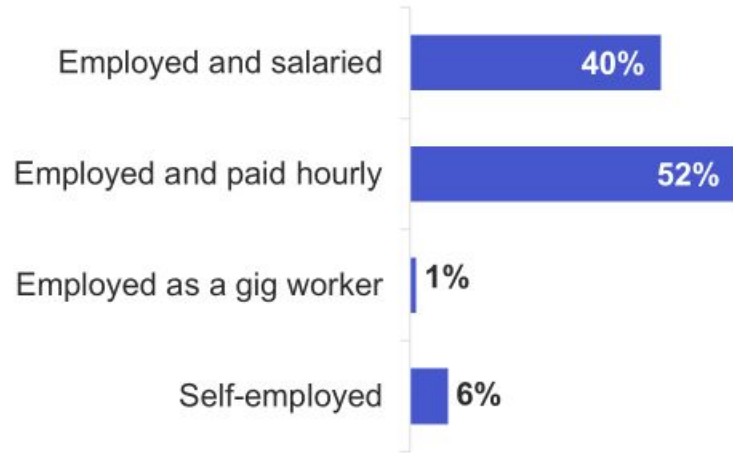
What best describes your cultural background?



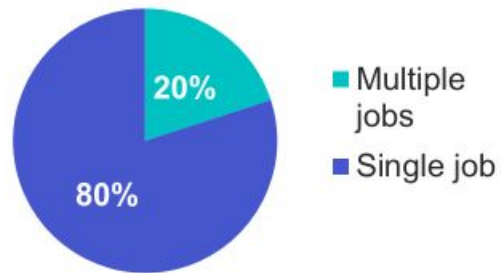
APPENDIX: RESPONDENT PROFILE

Employment Demographics

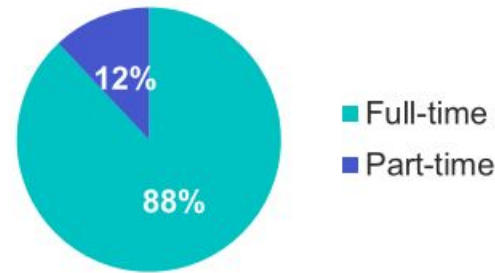
Employment Status



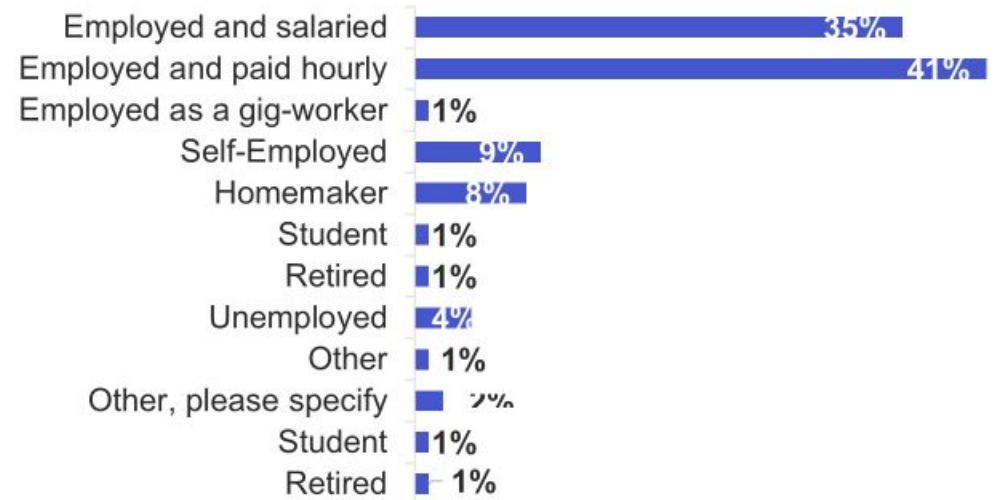
Single or Multiple Jobs



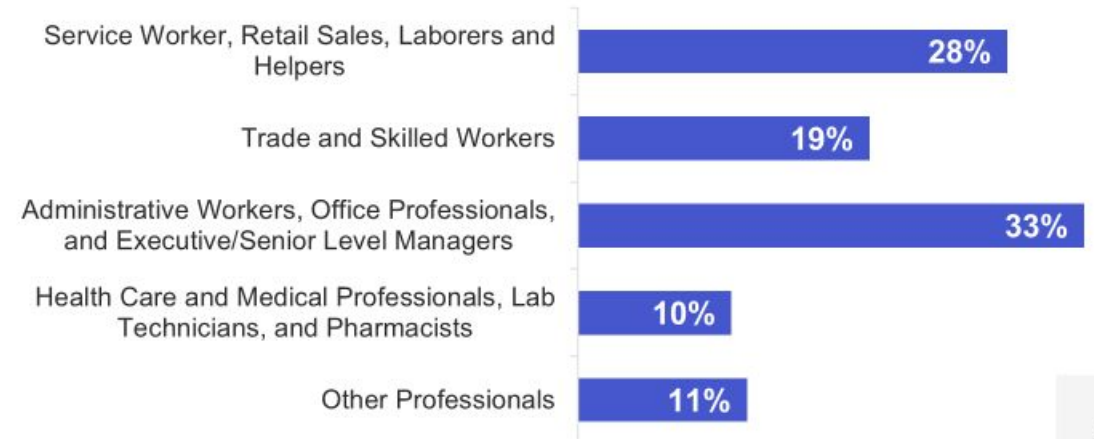
Full-time or Part-time



Spouse/Partner work arrangement



Job Classification



Employment Demographics by Generation Status

	First Generation: Foreign-born, Foreign-born parents	Second Generation: U.S.-born, at least one foreign-born parent	Third Generation: U.S. born, both parents U.S.- born
All Adults Working FT	26%	40%	34%
Service Worker	27%	36%	37%
Trade Worker	22%	52%	25%
Admin Worker	25%	38%	37%
Health Care Worker	16%	37%	47%
Other Worker	17%	31%	52%
Employed and salaried	39%	45%	36%
Employed and paid hourly	56%	51%	51%
Employed as a gig-worker	1%	1%	2%
Self-Employed	4%	3%	11%
Multiple jobs	12%	26%	18%
Single job	88%	74%	82%
Full-time	85%	87%	83%
Part-time	15%	13%	17%



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