



# Shaping a Future Full of Confident Working Parents

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Learn how child care boosts parent confidence, drives productivity, and builds employee engagement.



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**The Harris Poll**

Harris Insights & Analytics LLC, A Stagwell Company



## Confident parents equal more productive workplaces.

As early childhood educators, our role extends beyond the classroom. It's about being there for the whole family, understanding their needs, and supporting them in and out of the workplace.

We partner with Harris Poll every year to help identify factors impacting parents and their overall confidence. We spoke to more than 2,000 parents with children under 12 to learn more about how they really feel about work-life balance and so much more.

Six years in, the survey continues to shine a new light on the important role access to quality child care plays in overall confidence in and out of the workplace.

**Together we can shape a future where parents feel confident at work and beyond.**



# Life is all about balance.

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But finding that sweet spot as a parent can be challenging—especially with work environments changing and accessible child care becoming harder to come by .

With more employees returning to an in-person or hybrid work model (some for the first time since the pandemic), more parents have to look outside the home for consistent child care options.

# Evolving Jobs, Evolving Child Care Needs

Working parents want to thrive in their careers and as caregivers too. But they need support to find that success—the support of their workplace and the support of quality child care. With the shift back to in-person work, employers are increasingly expected to step in with solutions.

Returning to the workplace has changed parental needs once again.

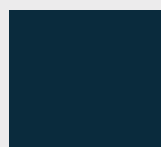
74%

of working parents are back in the office in a hybrid or full-time capacity.

63%

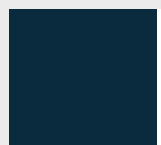
say returning to in-person work has impacted their child care needs.

Families think employers should offer these benefits:



44%

subsidized  
child care



41%

on-demand  
child care



38%

on-site  
child care



36%

emergency/  
back-up care

In fact, 76% of working parents agree:

**“I believe employers should offset the cost of child care for their employees.”**

(Up 12% from 2024)



## Getting on the same page: Employees and employers often see benefits differently.

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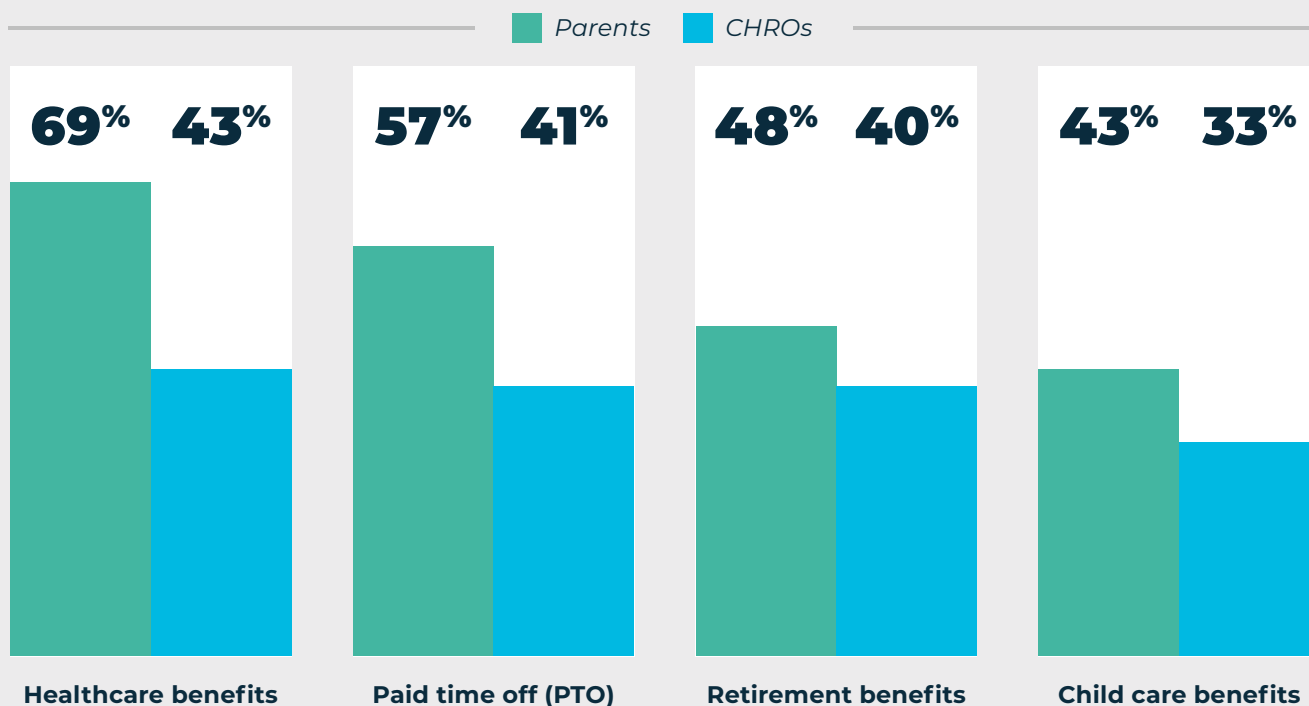
Working parents say one of their biggest worries is losing child care benefits. They would feel more confident in the workplace if their employer supported them with child care solutions. Even when employers provide child care benefits, parents often find them difficult to use or confusing to navigate, leading to more stress and frustration rather than the intended support.

Turn disconnect into connect so everyone thrives.

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There's a communication gap between the benefits employees want and the benefits human resources executives *think* they want.



**59%** of parents surveyed said they would rather have their employer subsidize their child care costs than give them a raise.

(Up 10% from our 2024 survey)



## A Breakdown in Communication

Better communication, easier access, and a clearer understanding of their current child care benefits are key areas where working parents want to see improvement.

72%

say HR reps constantly talk about employee benefits but barely talk about child care benefits.

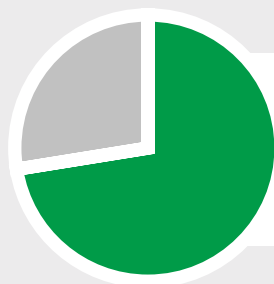
63%

say current employer-provided child care benefits are more difficult to use than health care benefits.

49%

say it's difficult to understand their current child care benefits.

Many working parents fear corporate cost-cutting measures will lead to reductions in employer-sponsored child care benefits or no benefits at all.



**73%** say it would be impossible to do their job without high-quality child care.



**54%** worry their company will scale back child care benefits in the future to cut costs.



# Supporting working families transforms organizations.

When employees feel supported and valued in their personal lives, they bring a higher level of engagement and energy to their professional roles. Satisfied employees can positively impact your company's ROI for years to come. Organizations that step up in this area not only attract the best in their field, but also foster a strong, high-performing work culture and build strong company engagement.

50%

### Attract Top Talent

of parents are actively looking for a new job with better child care benefits.

57%

### Build Engagement

of parents agree that unreliable child care has negatively impacted their work performance in the past.

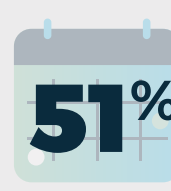
### Increase Retention: Parents would stay at their current job if offered:



Subsidized child care



On-site child care



Emergency/back-up care

**67%** of parents have or would consider switching jobs because it's too difficult or expensive to find child care.



# Investing in child care means investing in your organization.

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Confident, focused parents who feel valued by their employer contribute to a healthier, happier workforce. When parents are less stressed and more secure in their child care options, they have fewer outside distractions and can focus on their work.

Employers who understand this connection have a significant advantage in today's competitive job market. By adding child care to your benefits package, your employees—and your bottom line—will thank you. Everyone wins!

## KinderCare Learning Companies™

Flexible and Scalable Child Care Solutions for Any Organization



### Tuition Benefit and Tuition Benefit+

Offer scalable savings on child care tuition (from 10–100%) at 2,300+ locations nationwide to make child care costs more manageable.

[Learn More](#)



### KinderCare At Work

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

[Learn More](#)



### Back-up Care

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

[Learn More](#)



### Priority Access

Help your employees gain access to dedicated space in our programs, even when demand is high.

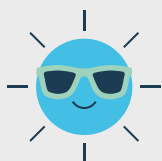
[Learn More](#)



### Before- and After-School Care

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

[Learn More](#)



### Champ Camp\* Breaktime Programs

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

[Learn More](#)

