



Confidence for life.™

May 10, 2019

Want to Retain Talented Employees? One Word: Childcare

At KinderCare, we are committed to building confidence for life for the over 165,000 students in our care across the United States. The 2019 Parent Confidence Report (kindercare.com/raisingconfidence), conducted by The Harris Poll, provides insights into why confidence is fundamental to being a good parent and critical to children's development.

Eighty-four percent of parents say confidence is important to being a good parent. Yet a number of issues are shaking their confidence, raising challenging obstacles and making parenting harder than it was 10 years ago. Working parents especially are grappling with the realities of their family's work-life balance, weighing the trade-offs between their parental, financial, and emotional responsibilities.

Childcare is a gamechanger for employees

Working parents face a precarious balancing act. On one hand, 74 percent of parents acknowledge that being a good parent means they can't be all things to their child at all times. On the other, parents feel they're expected to do it all—be a model parent and a standout employee—but without fundamental support systems in place.

High on the wish list of working parents is a workplace with tangible support for their families. They're looking for employers that offer childcare, benefits that make care more affordable, and family-friendly leave policies.

Here's what parents have to say ...



55%
of parents say

They would **take a pay cut** to work for a company that provided quality childcare.



67%
of parents say

They believe employers should **offset the cost of childcare** for employees.



70%
of parents say

Parents are expected to do it all **without fundamental support systems**.

[Read more ...](#)

Parents aren't feeling support from their employers

22% feel supported as a parent by their employer.

19% feel supported as a parent by their boss.

18% feel that unempathetic employers detract from their confidence.

Parents say ...

Parenting is harder today than it used to be, in part because of the pressures of work like:

51% Financial pressure for both parents to work.

35% Demanding always-on jobs.

As a result, they are grappling with tough work-life decisions like:

27% Putting their child in childcare.

25% The cost of going back to work vs. childcare.

25% Both parents going back to work, leaving no one at home.

The best of both worlds: work *with* childcare

The 2019 Parent Confidence Report reveals a crucial need and powerful desire to expand and strengthen fundamental support systems for working parents and their families. Policies and programs to better support parents are key to attracting and retaining employees. Childcare is so important that 55 percent of parents would take a pay cut to work for a company that provides quality care. Workplaces are being challenged to transform their culture and support employees more, both personally and professionally.

KinderCare is growing our partnerships with employers to deliver world-class education and childcare centers in a location that employees will love: at or near their workplace. We work with employers to customize family-friendly childcare benefits that best fit their needs and the needs of their employees. What we provide, together with employers, can play an essential role in employee retention and the development of their children. We believe it's the childcare model of the future and a tremendous opportunity to help working parents and employers bring work to life.