



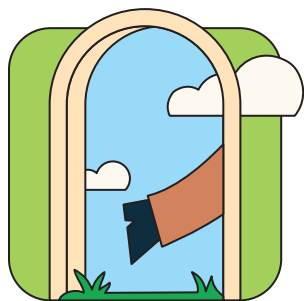
The Growing Gap in Today's Child Care Benefits

Discover what families shared with us
about child care, workforce stability, and the
benefits that keep parents in the workplace.



Child care is now a core workplace benefit.

For seven years, we've partnered with Harris Poll to understand what working parents really need for their families and what stands in their way. This year, we surveyed more than 2,500 parents about shifting priorities, their child care needs, and how those needs are impacting their jobs. The data is clear: Parents consider child care an essential workplace benefit that shapes their productivity and commitment to their employer. Yet so many employers are still missing the mark, and it's hurting their bottom line.



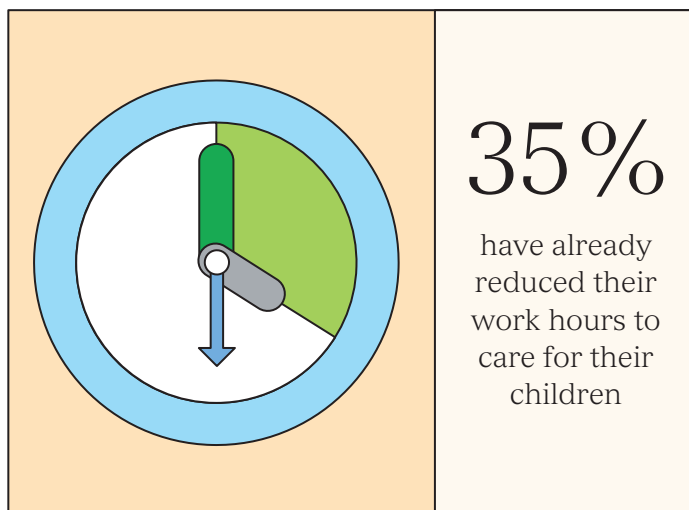
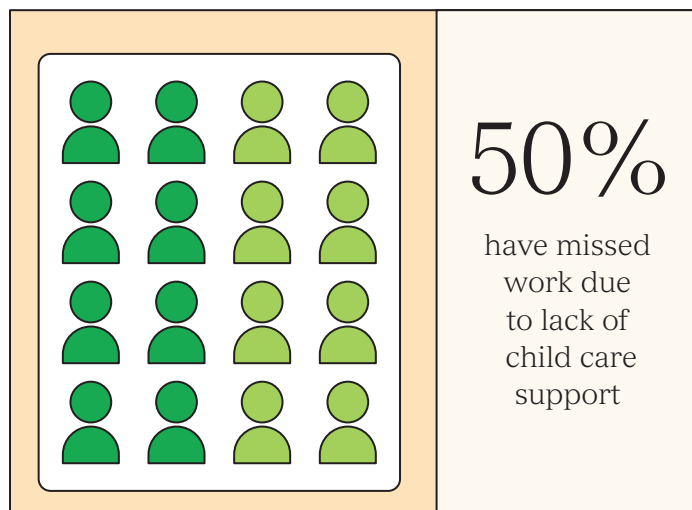
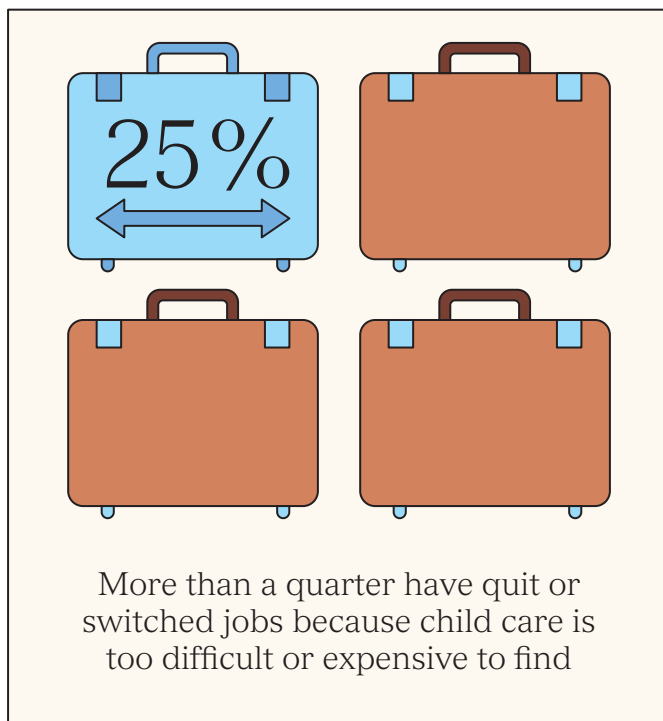
A Quiet Parent Exodus

Parents are leaving the workforce, and child care is at the center of it.

Working parents are making impossible choices. Many have watched colleagues walk away from jobs because securing quality child care became too difficult, and a significant number have thought about doing the same themselves.

The ones who stay aren't always fully present.

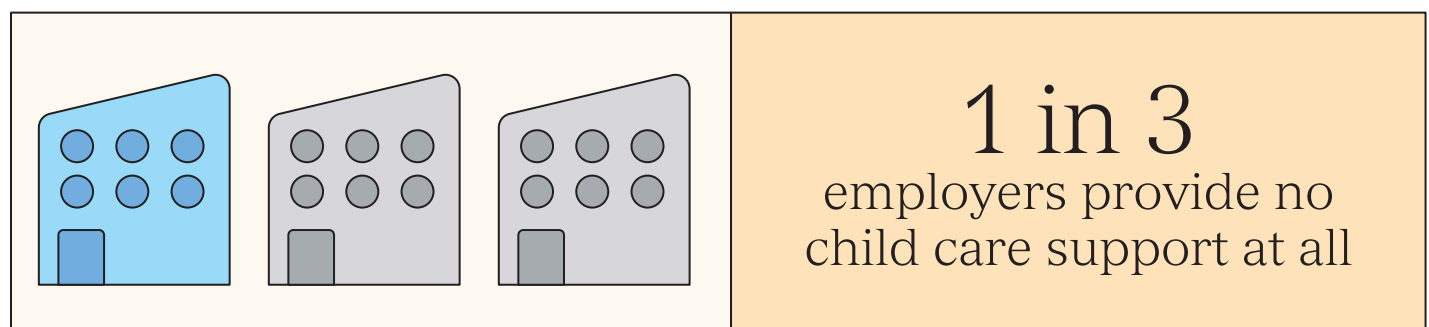
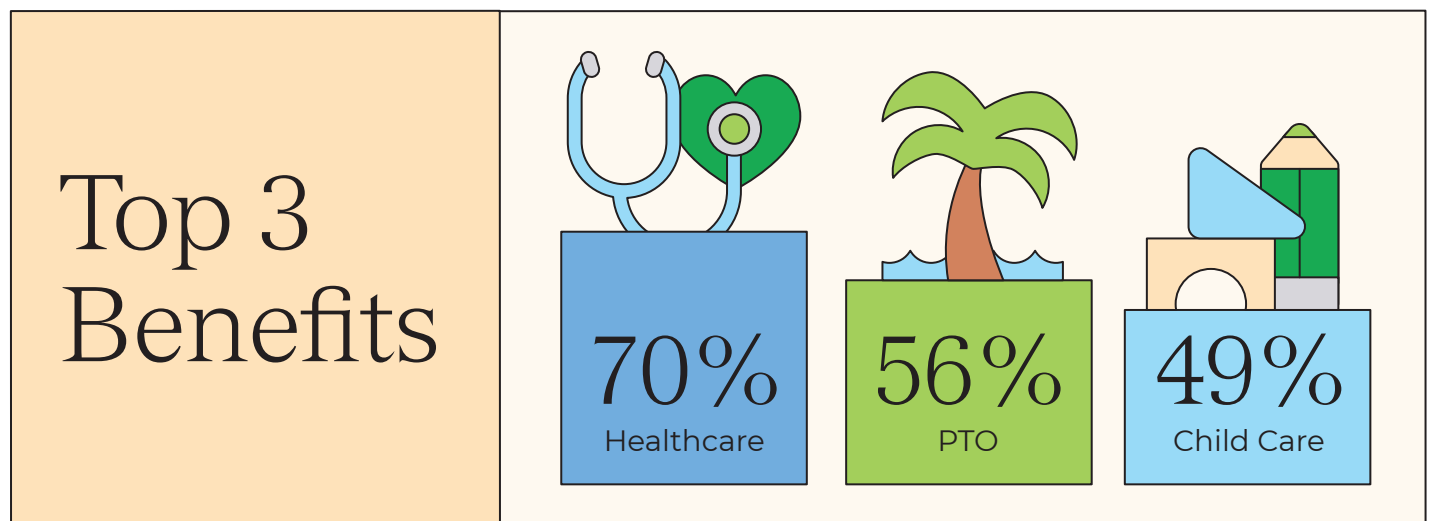
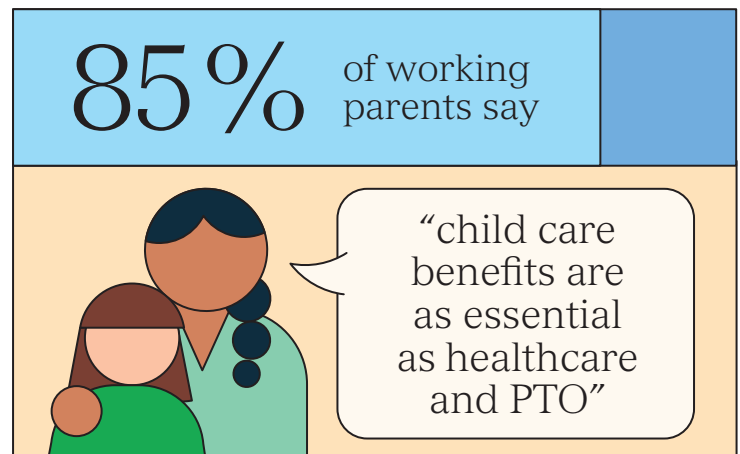
For the parents who need to work full-time while trying to solve their child care challenges, their struggle is with them all day. They show up at work distracted, stretched thin, and continue to think about alternative work options. Child care stress doesn't end when the workday begins. It follows parents into meetings, into their relationships with colleagues, and into how they feel about their jobs.



The Expectation Gap

Working parents now put child care above retirement benefits.

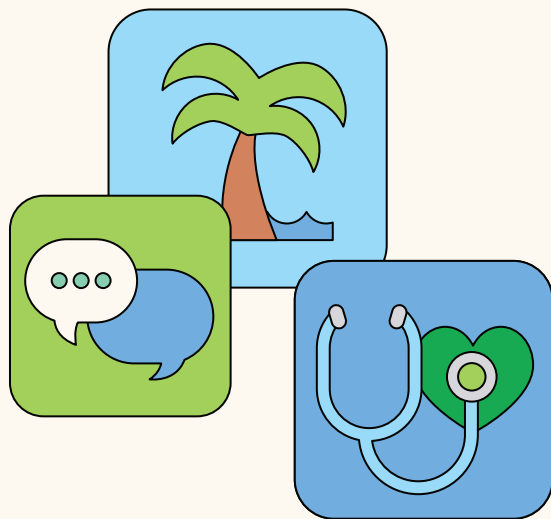
When working parents think about what benefits keep them at their current job, child care ranks in their top three priorities, even ahead of retirement. Parents believe it belongs in the same category as healthcare and PTO as a workplace essential. Yet a third of employers don't provide child care support at all, creating a gap between parent expectations and what most workplaces actually offer.



The Awareness Gap

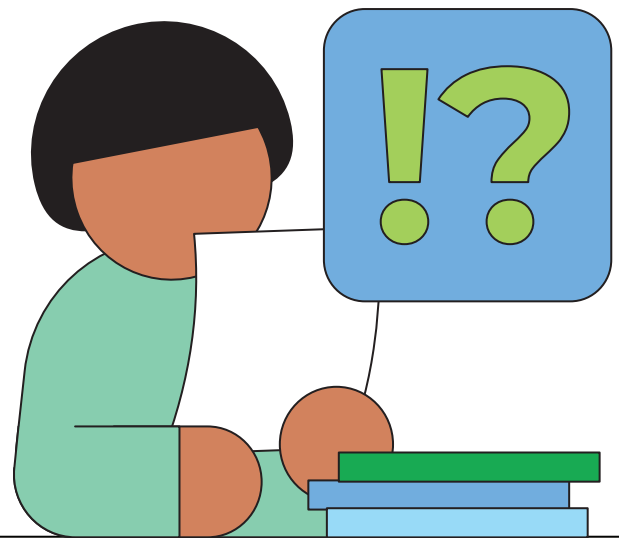
Providing child care benefits is only half the equation.

Many employers are making an effort. But providing a benefit and communicating it are two different things. When working parents can't find what's available, don't understand what's being offered, or can't count on benefits being there when they need them, they stop relying on them altogether. When child care goes unmentioned, parents assume it doesn't apply to them.



71%

say their company
promotes benefits
but rarely highlights
working parent support



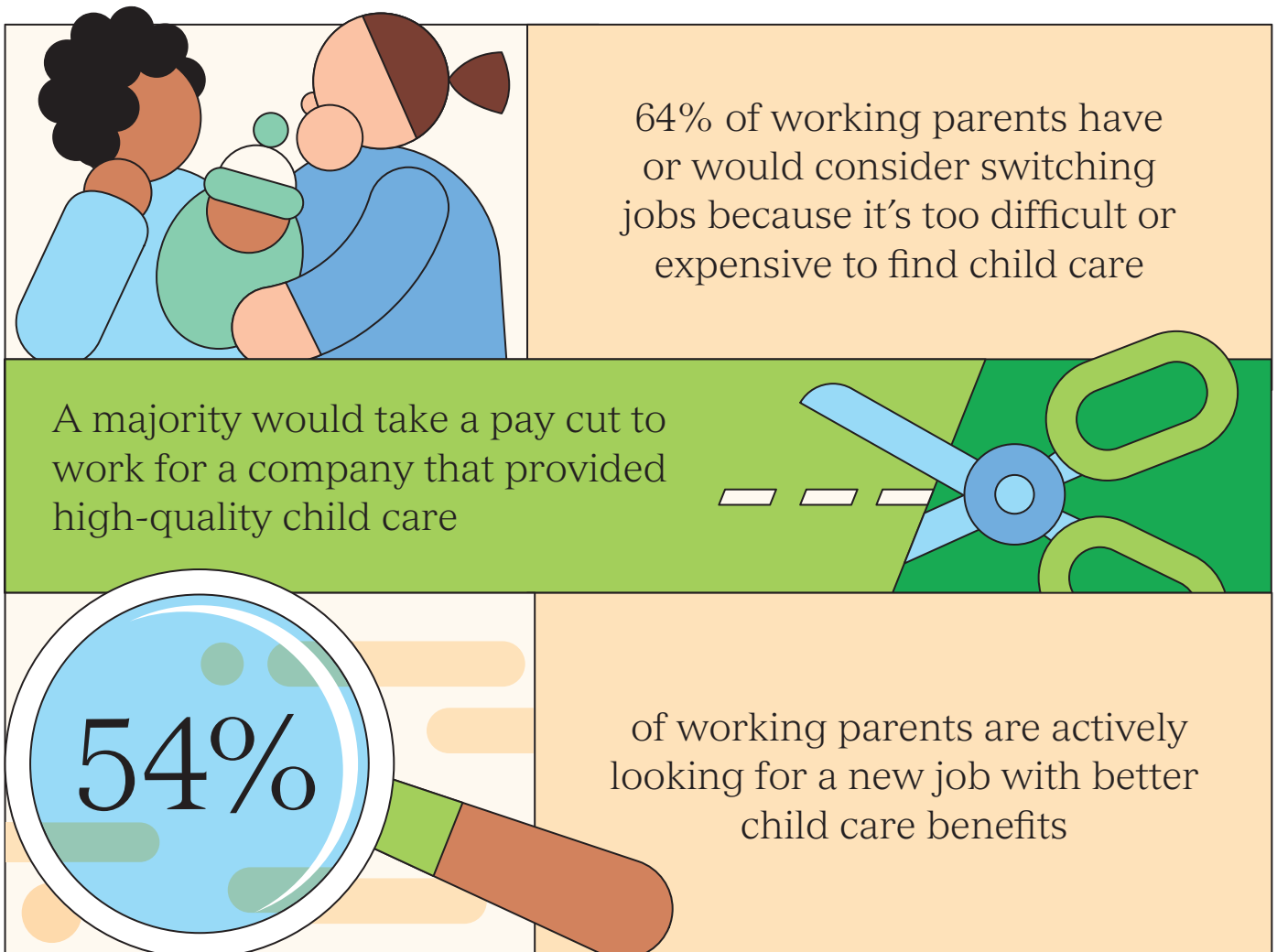
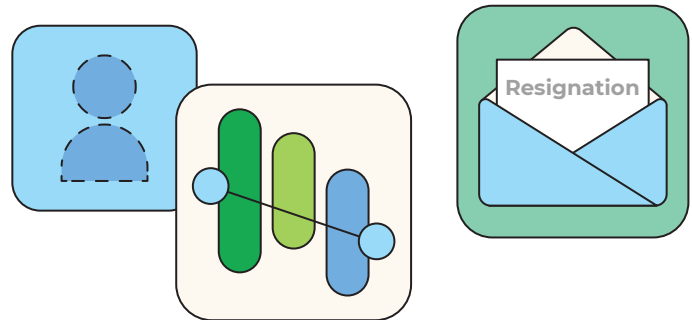
Over half

say current child care
benefits are hard
to understand

The Retention Gap

The Business Cost of Inaction

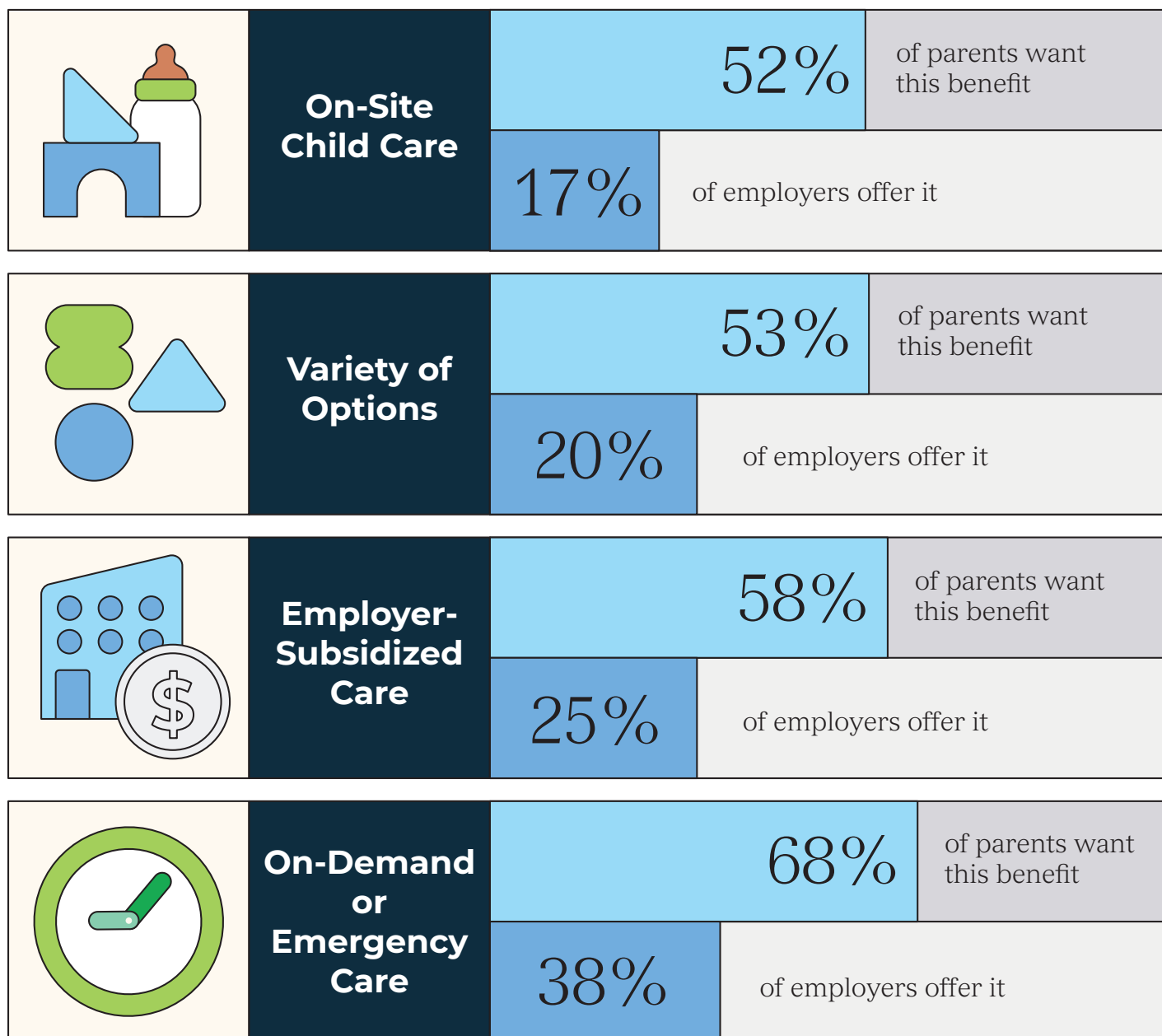
Replacing an employee is expensive. Employing someone who is stretched too thin to perform at full capacity impacts your bottom line too. When child care becomes unreliable, working parents make difficult decisions and organizations absorb the consequences.



The right benefits give parents a reason to stay.

Parents are weighing their options and what's driving their decision is clear. When they notice child care support in a benefits package, it registers and earns their loyalty. The employers getting it right are the ones parents are moving toward.

Parents were asked which child care benefits they want most. Here's how their answers stack up against what employers currently offer.





Closing the Gap

KinderCare Learning Companies makes it simple.

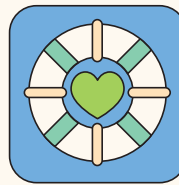
Parents have already done the hard part. They've told you exactly what they need. Close the gap between what they're asking for and what you can offer with flexible, scalable child care benefits.



Tuition Benefit | Tuition Benefit+

Offer scalable savings (from 10%–100%) making child care costs more manageable.

[Learn More](#)



Back-up Care

Allocate a bank of days for drop-in, on-demand child care at any of our 1,500+ KinderCare locations nationwide.

[Learn More](#)



KinderCare At Work

Provide parents with a customized, dedicated child care center located at work or close by.

[Learn More](#)



Priority Access

Move employees to the top of the waitlist or secure a spot in high-demand areas with **Dedicated Space** and **Priority Waitlist**.

[Learn More](#)



Champ Camp* Breaktime Programs

Keep employee routines intact during breaktimes with on-site camps or discounted programs.

[Learn More](#)

“When companies make child care easier to access and understand, parents can stay focused on their careers, and businesses see the payoff in productivity, loyalty, and long-term performance. That's exactly where we come in, offering flexible child care solutions that meet employers where they are and give working parents the peace of mind they need to show up at work.”

– Dan Figurski, president of KinderCare® for Employers and Champions®

*Champ Club in Massachusetts.



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