

Child Care is Critical to the Economy

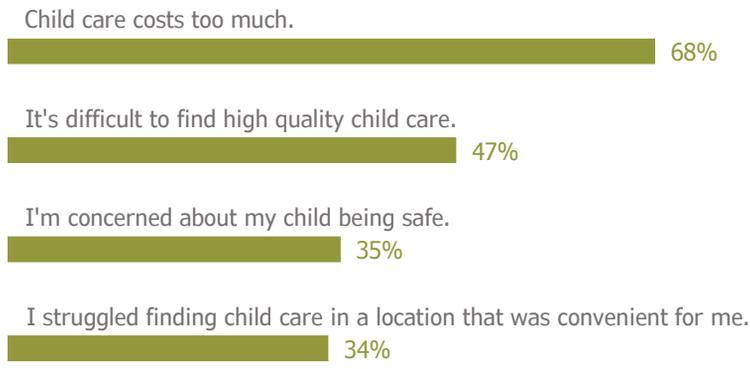


AND HERE'S WHAT PARENTS/CAREGIVERS HAVE TO SAY

Child care is essential to economic development. It allows the parents of young children to participate in the workforce, and puts children on a path to academic, social, and developmental success. But how is the child care system working for parents in our area? To find out, we surveyed parents in Dodge and Jefferson Counties. The results made clear just how critical child care is, and just how much parents are struggling to access the care they need. A brief summary from the **735 parents/caregivers** who responded to our survey is below.

53% of parents/caregivers found it difficult to find child care

COST IS THE BIGGEST BARRIER TO FINDING CHILD CARE, FOLLOWED BY DIFFICULTY IN FINDING HIGH QUALITY CARE.



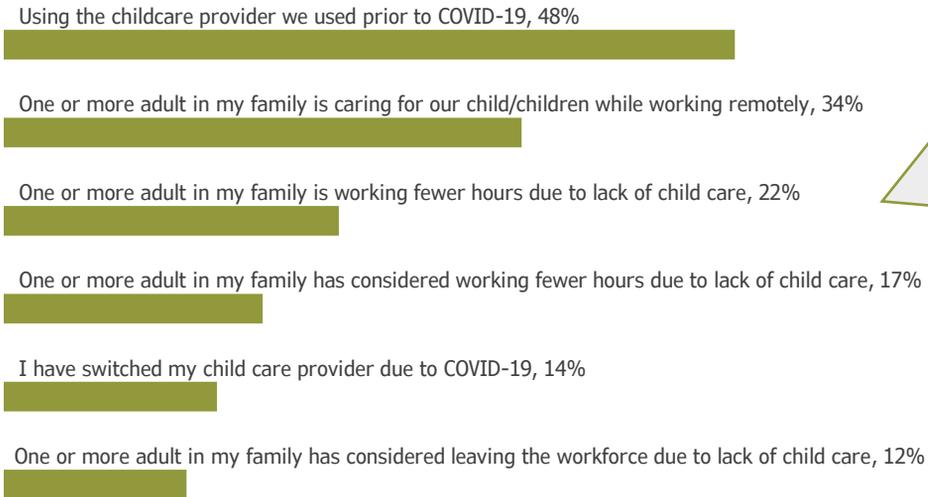
- Finding an open spot at a daycare is quite difficult.
- Safe childcare options in our area are extremely limited.
- There is a lack of high quality child care in convenient locations.

A LACK OF CHILD CARE HAS IMPACTED PARENTS' WORKFORCE PARTICIPATION.



- Childcare is critical to maintain employment.
- It is vital to the community to keep parents/caregivers working. Without that, local businesses will lose as well. Can't spend money if you're unable to make it.
- If I don't have it (child care), I can't work.

THE COVID-19 PANDEMIC HAS ALSO IMPACTED PARENT'S CHILD CARE PLANS.



- We were lucky to have childcare through the pandemic, but our center was definitely affected by the crisis.
- Employers during this pandemic need to be as flexible as they are asking their workers to be.