



SMALL BUSINESS
FOR AMERICA'S FUTURE

Small Business Perspectives on Child Care

September 1, 2021

About Small Business for America's Future

- Small Business for America's Future is a national coalition of business owners and leaders working to provide small businesses a voice at every level of government.
- We're committed to ensuring policymakers prioritize Main Street by advancing a just and equitable economic framework that works for small business owners, their employees and their communities.





Key Findings

Key Findings

- Small Business for America's Future fielded a national survey of 1,060 small business owners across the country between August 2-20.
- The national results show strong small business support for federal solutions to address child care:
 - 66% of small business owners surveyed nationally believe the federal government has a role in supporting universal access to affordable, high-quality child care
 - 64% support direct, ongoing financial assistance to families for child care services
 - 70% support federal funding dedicated to providing child care services to underserved communities

The 160 small business owners in West Virginia and the region responding to the survey say the lack of affordable child care options for employees is an issue that has been exacerbated by Covid and is causing them problems with hiring, impacts their ability to deliver for clients, and forces them to pass up growth opportunities

- What follows are the regional responses from West Virginia, Kentucky, Pennsylvania, and Ohio.





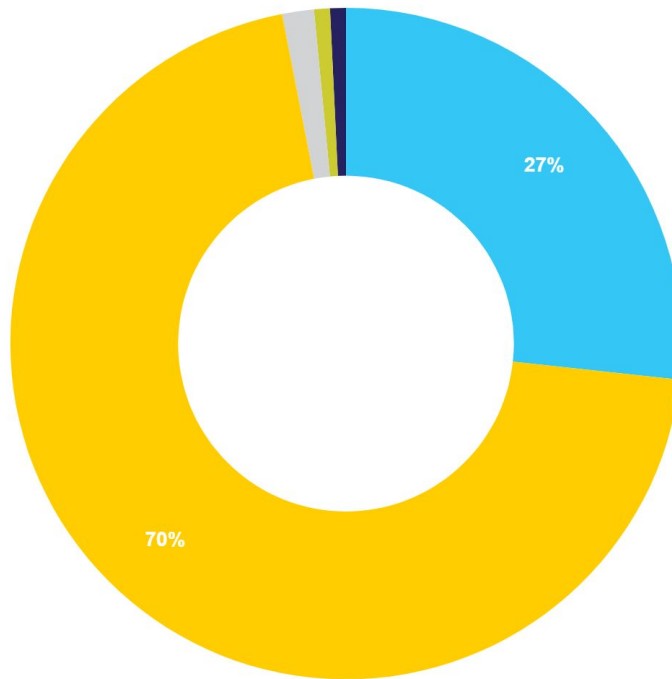
Where do small business owners stand

- 73% of business owners in region surveyed said they have employees with at least one child under 13 or that have a need for daily child care services
- But just 21% offer benefits related to child care

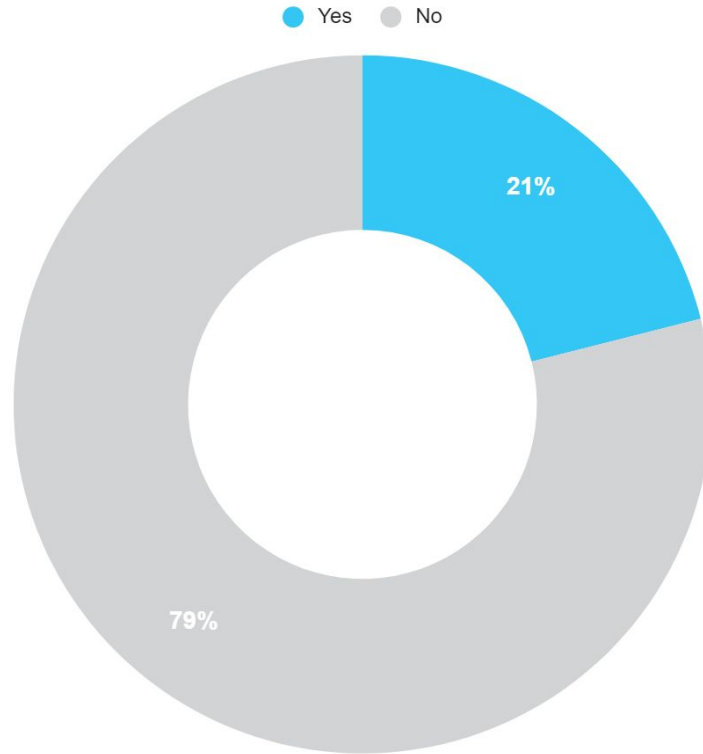


To the best of your knowledge, what number of your employees have children under 13, or require daily child care services?

● None ● 1-10 ● 10-25 ● 25-50 ● 50-100



Do you offer your employees benefits related to child care, such as on-site child care, flex-time for parents, or financial assistance?





The impact the lack of quality child care has on business

- 57% of small business owners surveyed believe that the lack of affordable, high-quality child care for employees has had a negative impact on their business
- 61% say they've lost business income, 54% say they've lost growth opportunities, 44% said they've avoided hiring an employee due to scheduling complications
- 56% have experienced employee turnover as a result

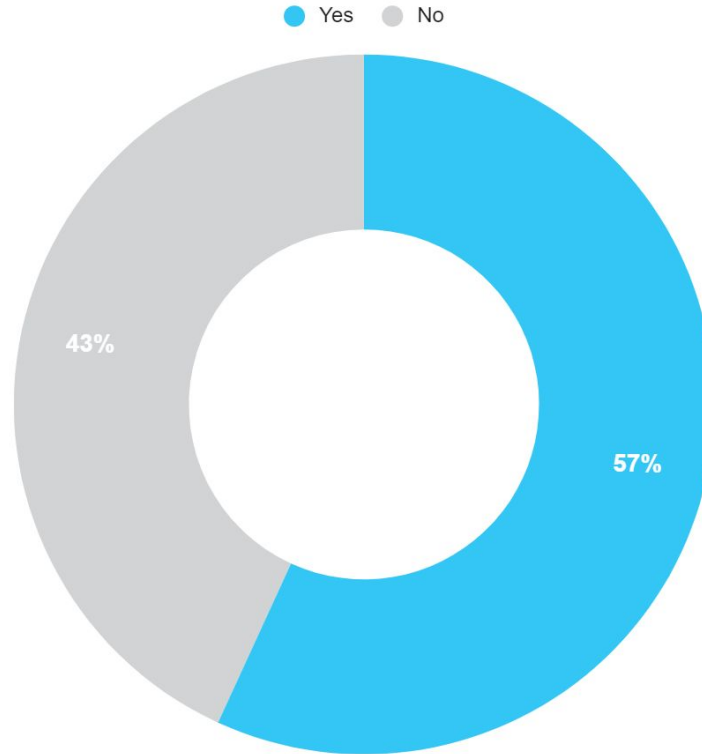


The problems it causes for hiring and retention for small businesses

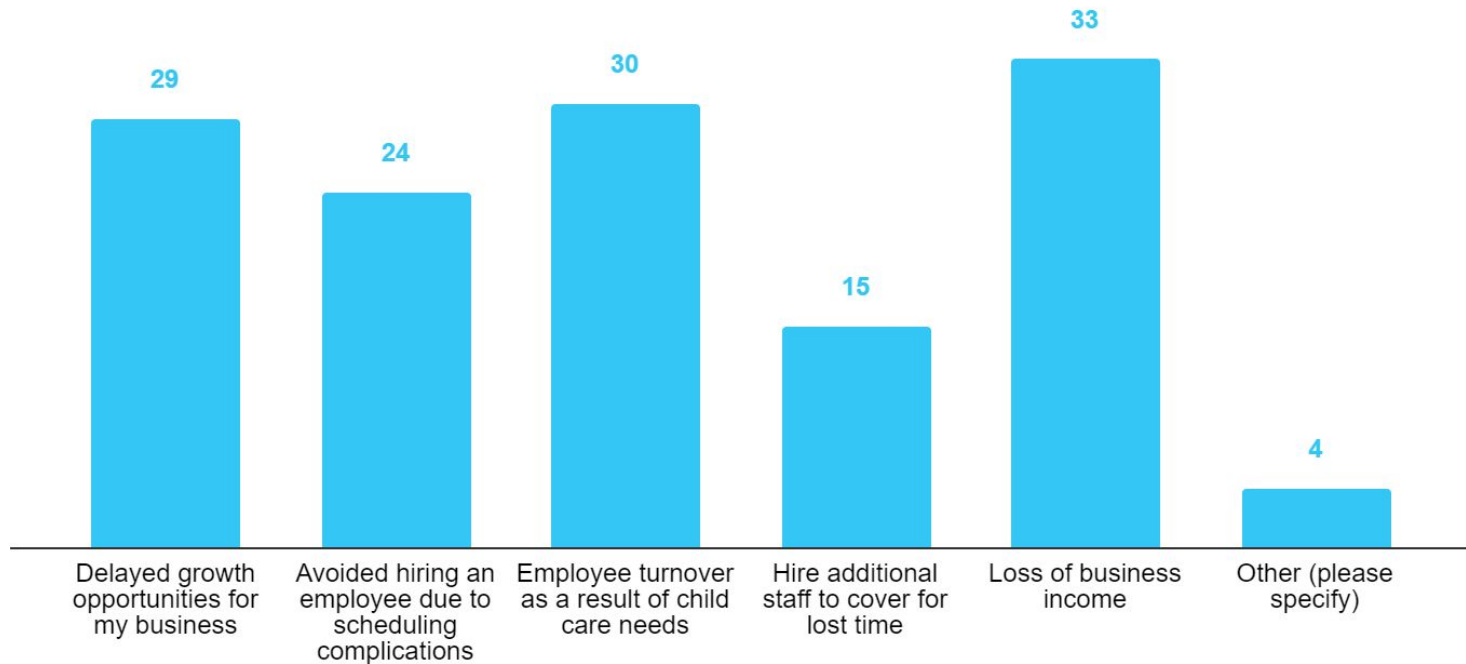
- The high cost of child care has created problems with employee hiring, retention and business operations for most small business owners surveyed:
 - **More than 1 in 3 employers (39%)** said scheduling complications have negatively impacted their ability to fulfill client or customer needs
 - **Nearly a third of small employers (31%)** said scheduling concerns have prevented or delayed them in hiring an employee
 - **More than a quarter of small employers (29%)** said potential hires have turned down jobs because of child care concerns



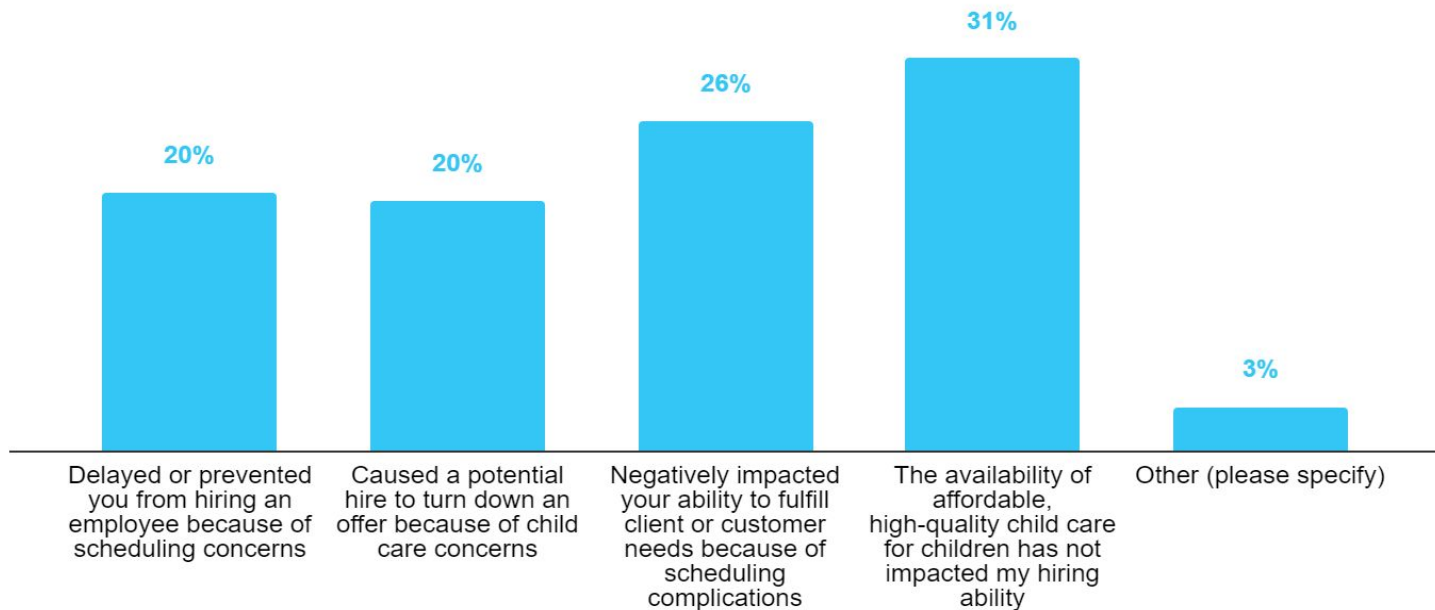
Do you believe that the lack of affordable, high-quality child care for employees has had a negative impact on your business?



Among those small businesses impacted by child care, how has your business been impacted? (Check all that apply)



In your experience as a small business owner, has the availability of affordable, high-quality child care ever impacted your ability to hire and retain qualified employees in the following ways (Check all that apply)



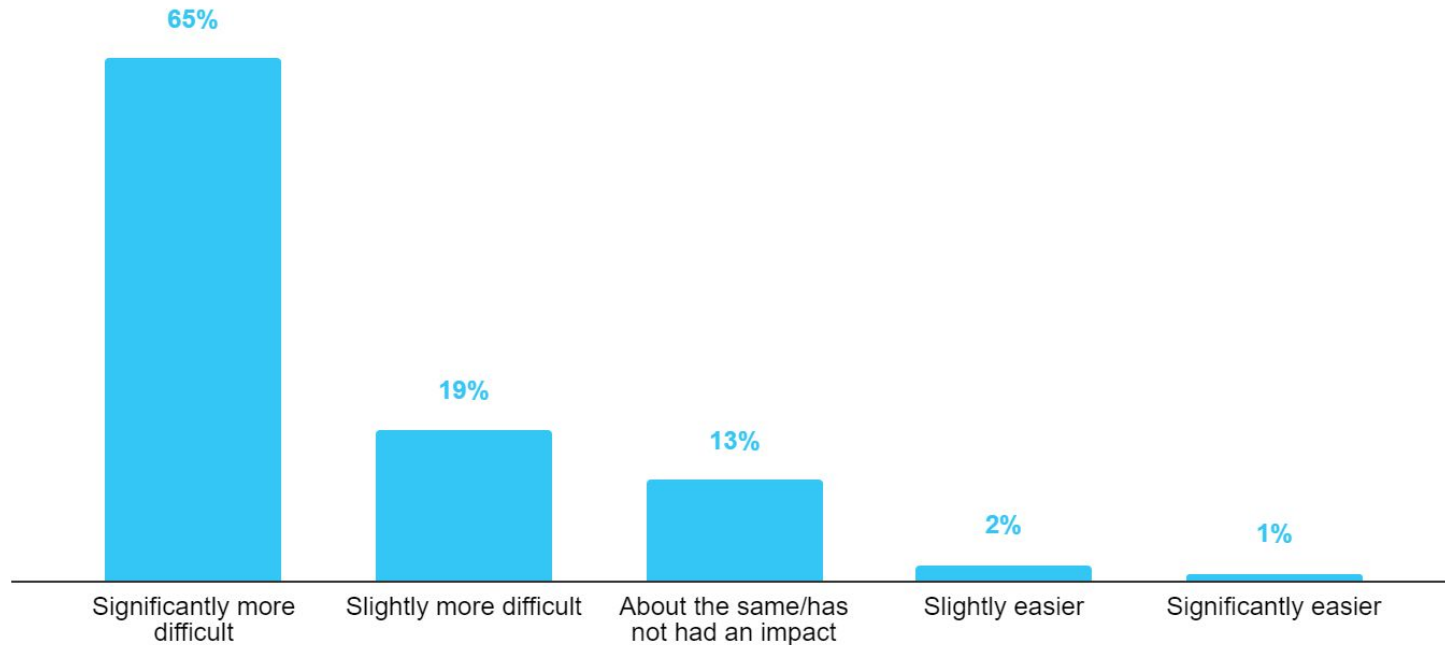


Covid has exacerbated the problem

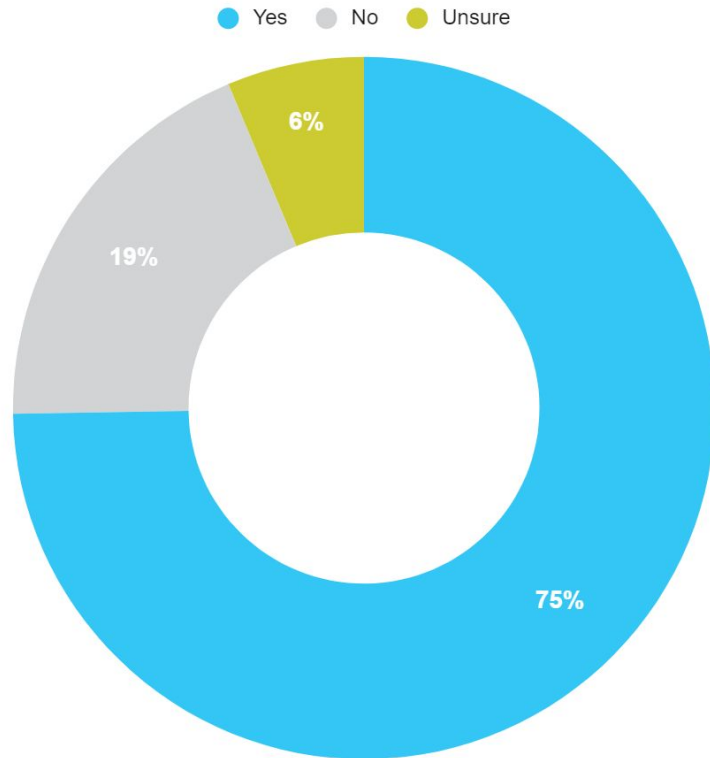
- 84% of small business owners surveyed said the Covid-19 pandemic has made balancing child care and work responsibilities more difficult for their employees (65% said it was significantly more difficult), and 68% report having to adjust employee policies or business operations to account for these challenges.



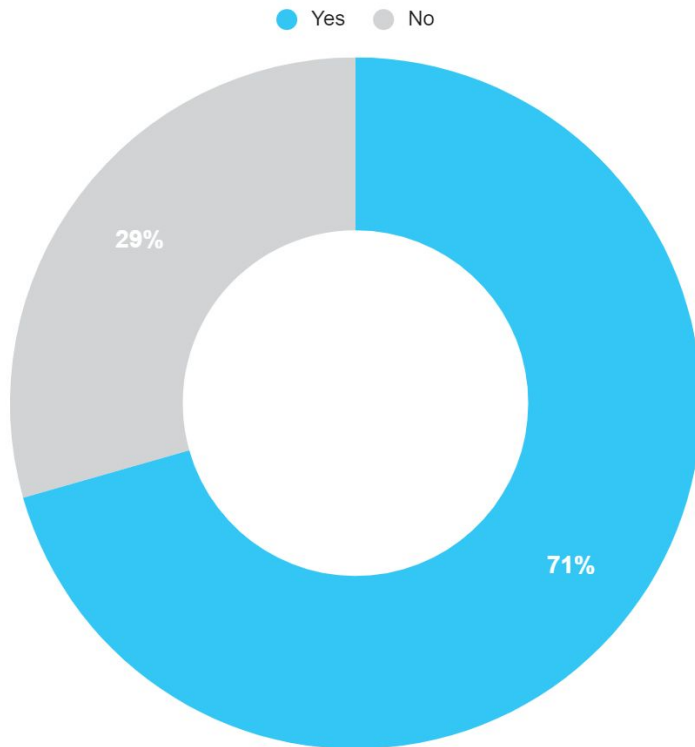
As an employer, do you believe the Covid-19 pandemic has made balancing child care and work responsibilities for your employees...



Have employee absences or schedule changes increased during the Covid-19 pandemic?



Have you had to adjust employee policies or business operations to account for employee challenges balancing child care and work responsibilities during the Covid-19 pandemic?



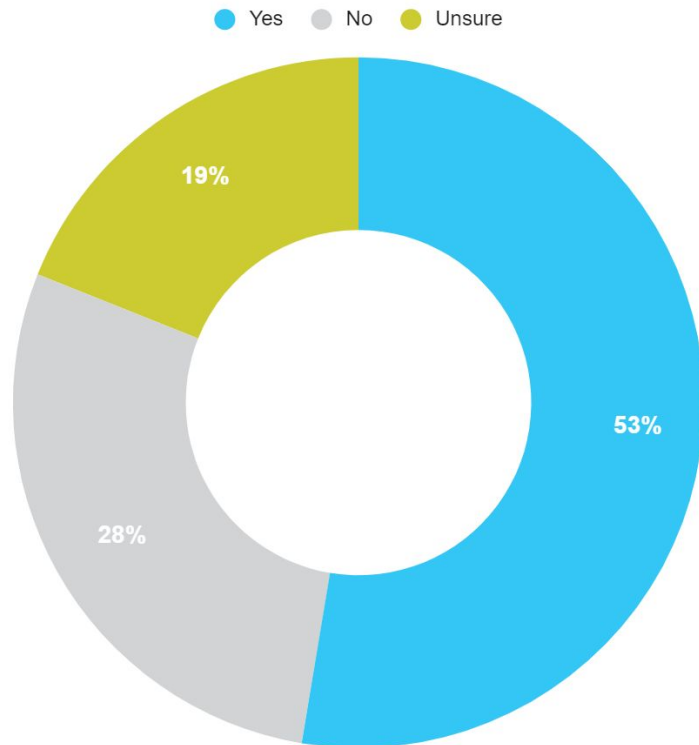


Potential Solutions

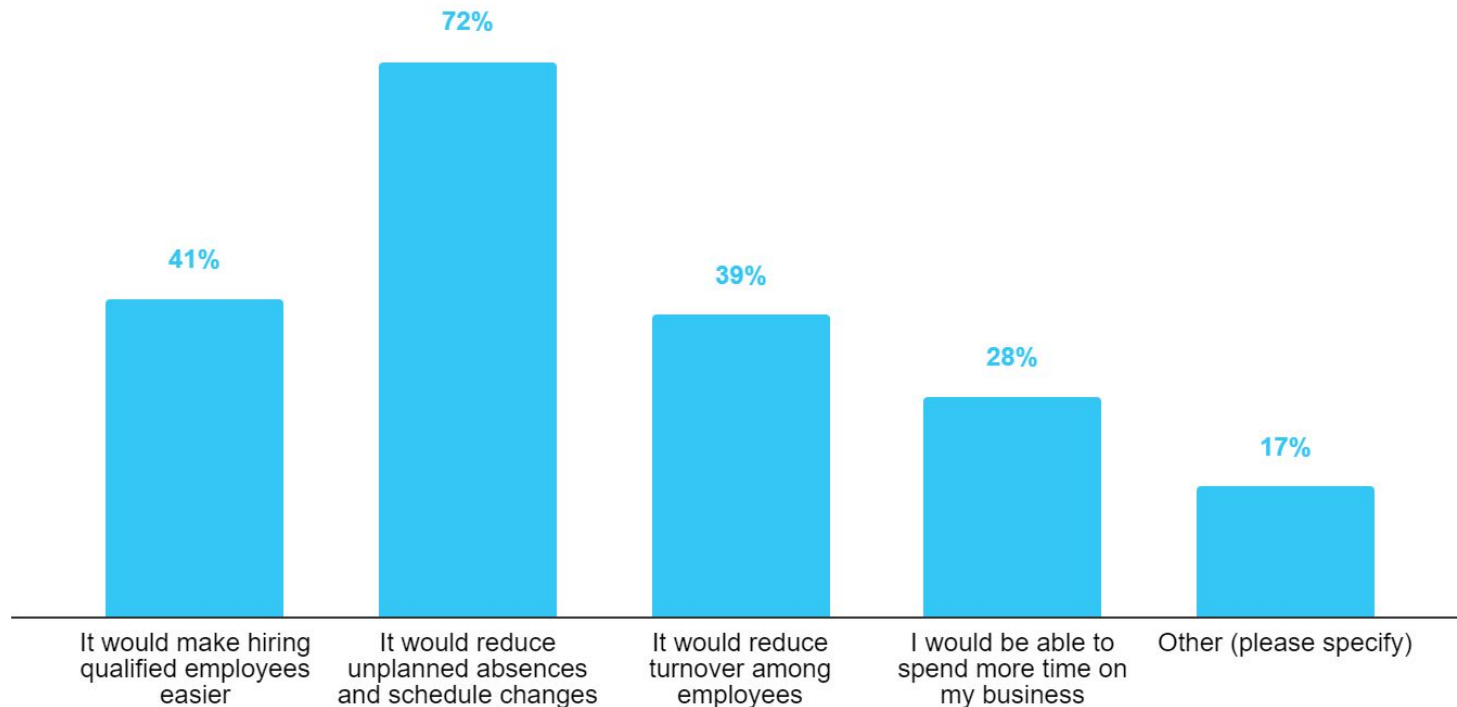
- A majority (53%) of small business owners in region surveyed believe universal access to affordable, high-quality child care would reduce staff turnover and unexpected absences
- 66% say it's important for Congress to take action to fund and expand child care services to those who need them?
- 59% say the federal government has a role to play in supporting universal access to affordable, high-quality child care



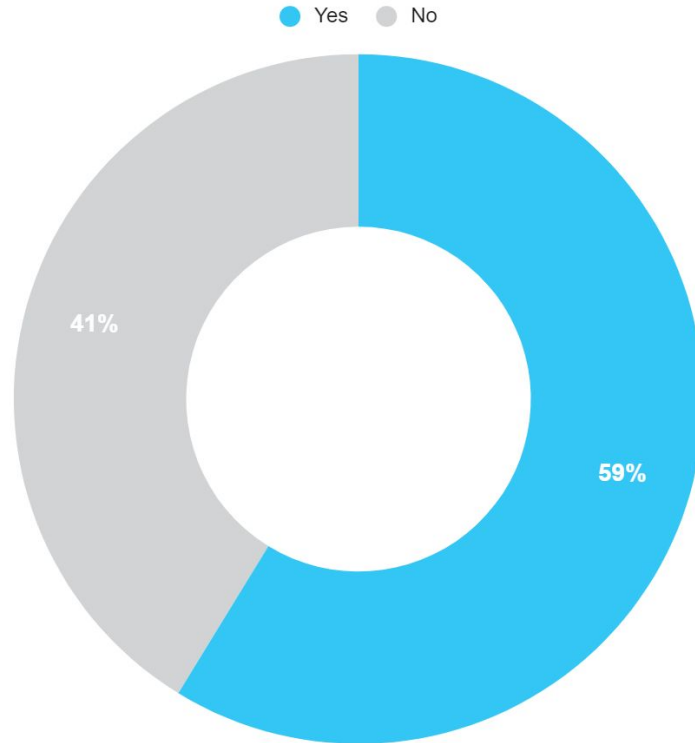
As a small business owner, do you believe universal access to affordable, high-quality child care would reduce staff turnover and/or unexpected absences?



What is the main benefit your business would receive if your employees did not need to worry about their child care (Check all that apply)?



Do you believe that the federal government has a role to play in supporting universal access to affordable, high-quality child care?





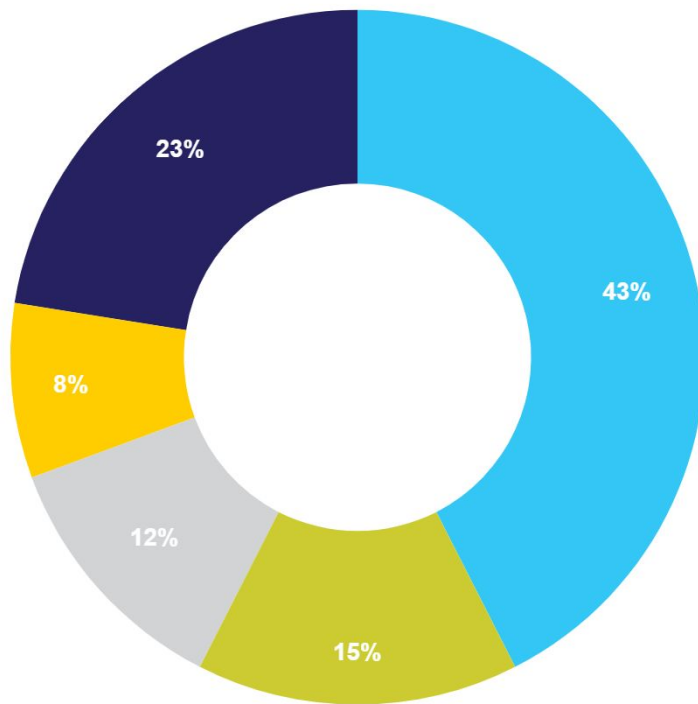
Support For:

- 58% of those surveyed in the region support providing direct, ongoing financial assistance for child care services to parents and families
- 63% support funding dedicated to increasing services for underserved communities
- 56% support federal funding to provide wage increases and workforce development in the child care industry



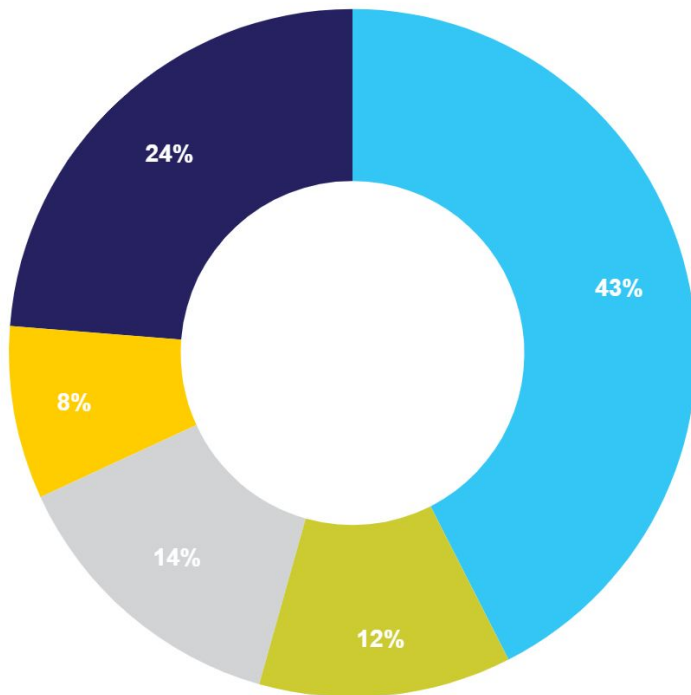
Do you support providing direct, ongoing financial assistance for child care services to parents and families?

● Strongly Support ● Somewhat Support ● No Opinion / Undecided ● Somewhat Oppose ● Strongly Oppose



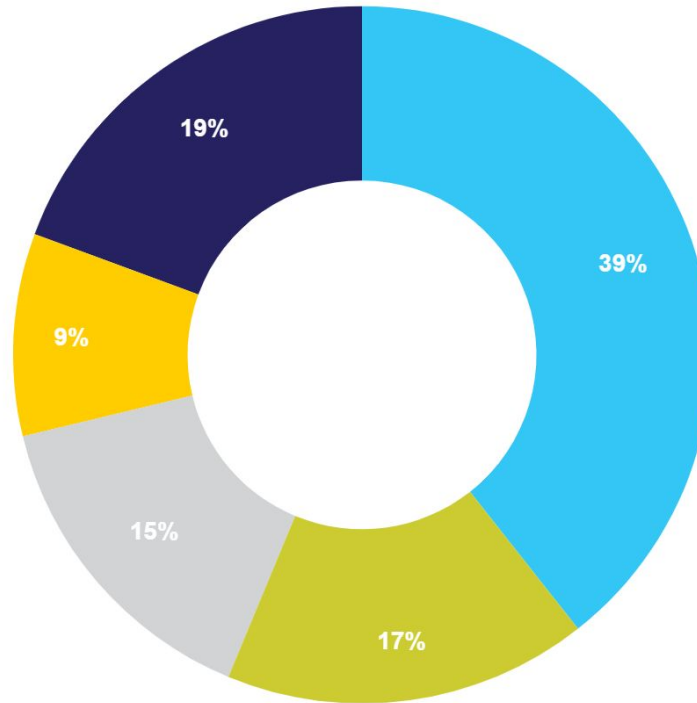
Do you support using federal, state and local funding to subsidize child care providers to increase the supply of quality child care services?

● Strongly support ● Somewhat support ● No Opinion / Undecided ● Somewhat oppose ● Strongly oppose



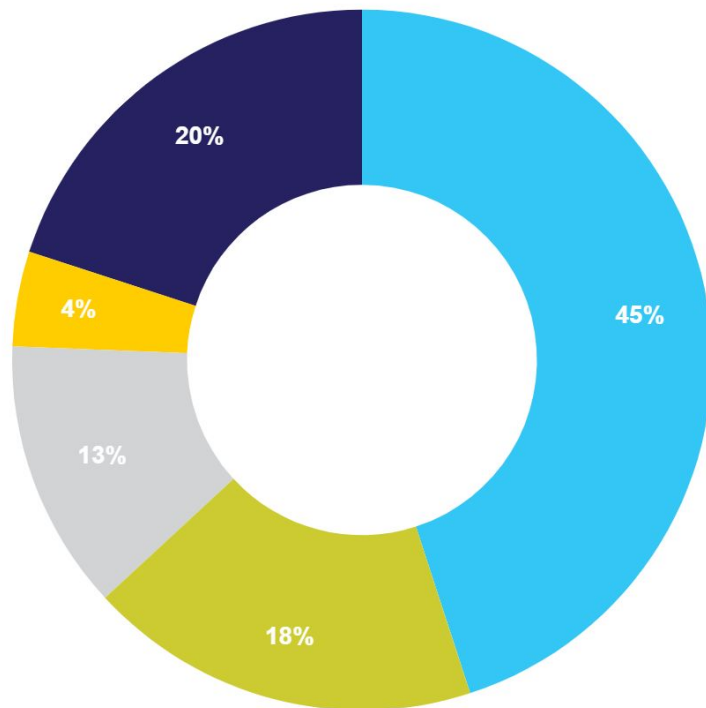
Would you support federal, state and local funding dedicated to workforce development and wage increases for child care professionals?

● Strongly support ● Somewhat support ● No Opinion / Undecided ● Somewhat oppose ● Strongly oppose



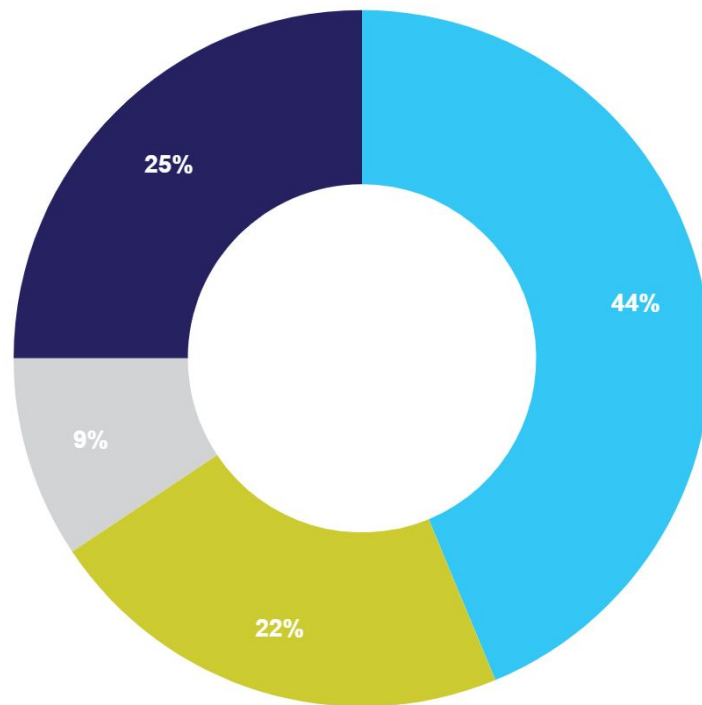
Would you support federal funding dedicated to supplying child care services in underserved communities?

● Strongly support ● Somewhat support ● No Opinion / Undecided ● Somewhat oppose ● Strongly oppose



How important do you feel it is for Congress to take action to fund and expand child care services to those who need them?

● Very Important ● Somewhat Important ● Somewhat Not Important ● Not Important

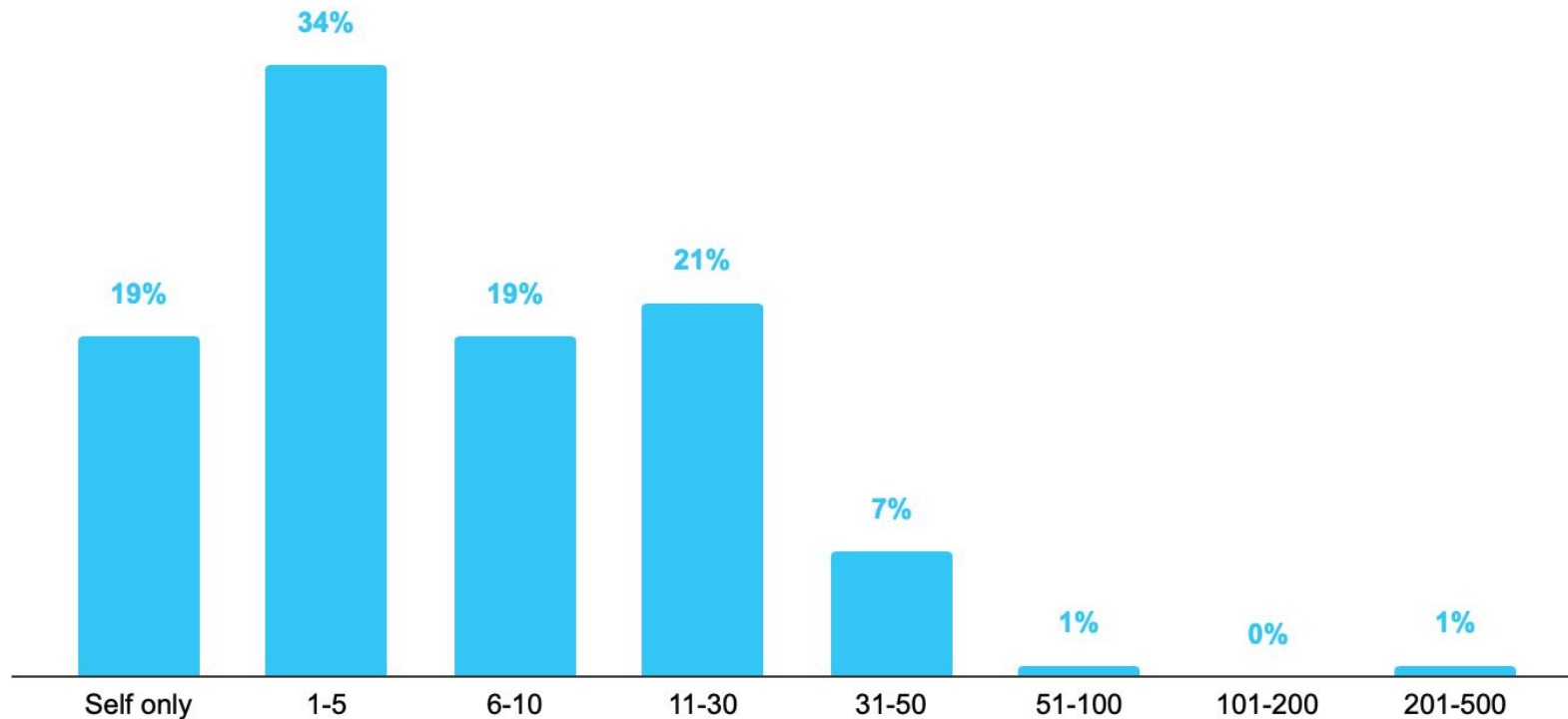


With over 1,000 respondents nationally, results showed similarly strong support for federal solutions to address child care

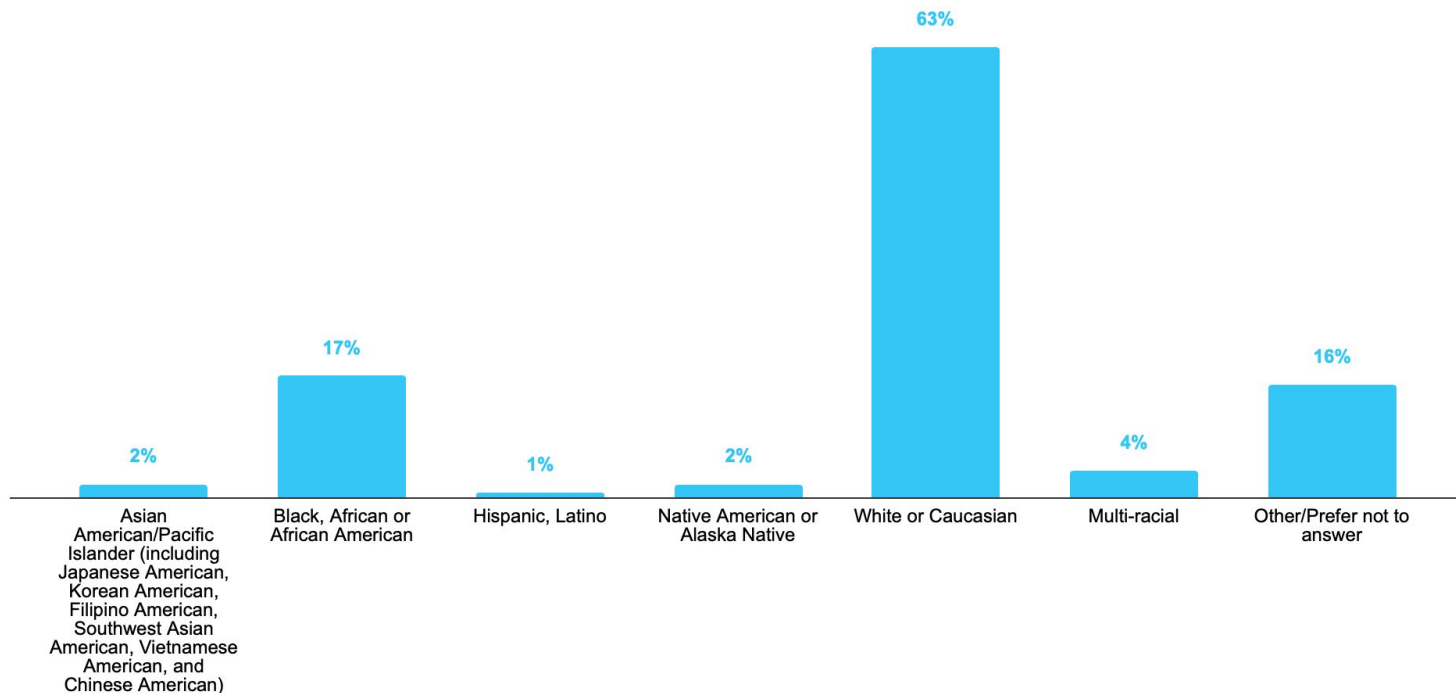
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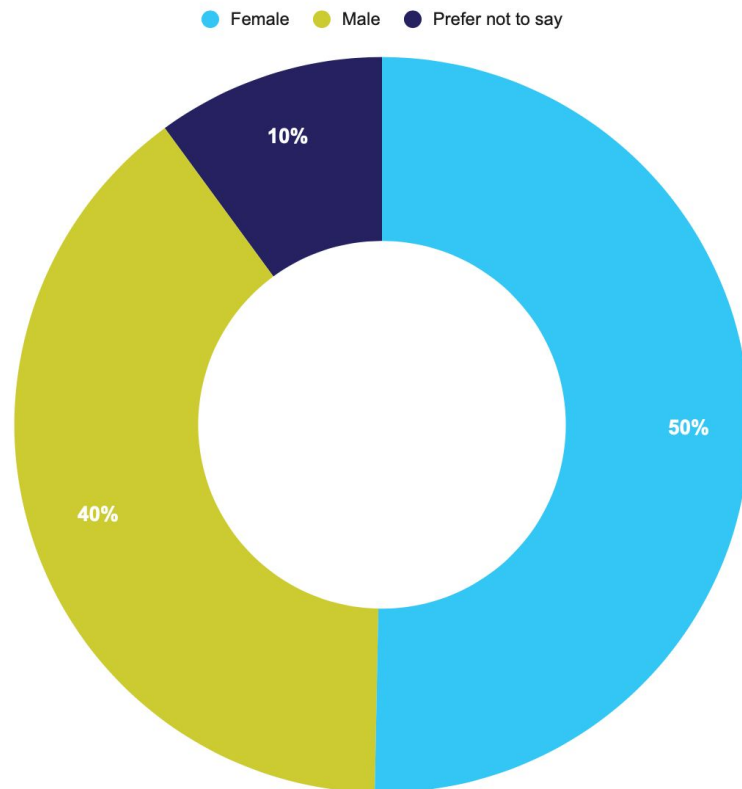
Not including yourself, how many employees do you have?

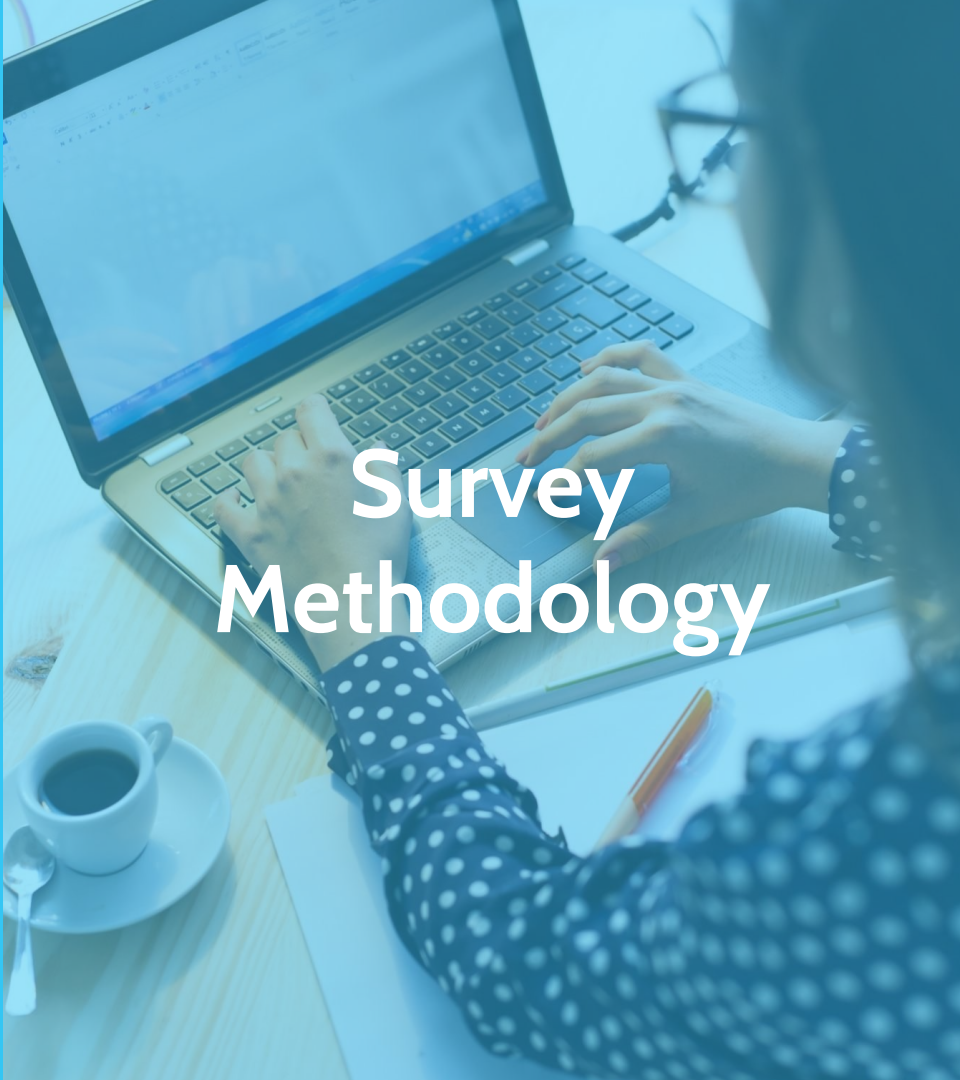


How do you identify yourself? (Check all that apply)



What is your gender?





Survey Methodology

Methodology:

Survey Monkey survey of Small Business for
America's Future small business network
Fielded between Aug. 2 - 20, 2021

Nationally, 1,060 small business owners responded
to this survey. Across West Virginia, Kentucky, Ohio,
and Pennsylvania, 160 small businesses responded.

