## Parent Survey on Manitoba **Child Care Child Care** Association

B ERESEARCH INC

Source: Online survey of 3,081 parents conducted by Probe Research Inc., Sept. 15<sup>th</sup> – Oct. 1<sup>st</sup>, 2016.



## Parents' biggest problem: Wait times

of parents reported waiting for a space.

**51%** 

said the worst thing about child care is the stress of wait lists.

Average wait time depending on the child's age.

Wait times hinder parents' ability to work or go to school

Turned down a job

**Delayed returning to work** 

..because they lacked child care.

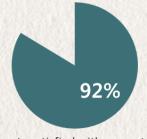
51%

**Declined** an educational opportunity





## But once parents get child care, they love it



Parents satisfied with current child care (including 46% who are

"very satisfied")

**Best thing about** child care?

Quality of staff Staff who truly care

about kids

18%

When choosing child care, parents most value:

Educational programs and activities

Warm, caring staff

38% 38%

Sav a universal system should be a provincial priority

Say child care centres should be built as part of new housing developments

Say child care should be considered part of the education system

Say wealthier parents should not pay more for child care

Say licensing is

important to

ensure quality

Would pay higher fees if it meant better-paid child care staff



Would start a home-based child care business with enough incentive



