

State of CareSM Index

March 2010

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Acknowledgements

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About Care.com

Founded in 2006, Care.com is the largest and fastest growing service used by families to find high-quality caregivers, providing a trusted place to easily connect, share caregiving experiences and get advice. The company addresses the unique lifecycle of care needs that each family goes through—child care, special needs care, tutoring and lessons, in-home senior care, pet care, housekeeping and more. The service helps families find and select the best care possible based on detailed profiles, background checks and references for hundreds of thousands of mom-reviewed providers who seek to share their services. Through its Care.com for Recruiters service, Care.com also enables companies to find high-quality caregiving employees.

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Letter from the Founder and CEO of Care.com

Dear reader,

In my parents' generation, women made up a small minority of the workforce. Thirty years ago, one income covered the needs of most families, and one parent—almost always the mother—stayed home to manage the household while the other worked. That wasn't the case in my own family where both of my parents worked, but having a mother who balanced family life with the responsibilities of running her own business wasn't typical at all.

Fast forward to today: working moms have become the cultural norm. In the majority of two-parent households, both parents work. For the first time in U.S. history, women are poised to become the majority of the workforce—partly due to a recession that has hemorrhaged jobs in male-dominated fields, families' financial need for two incomes, and changes in the way we think about gender in the workplace.

“Mothers are the primary breadwinners or co-breadwinners in nearly two-thirds of American families,” says a new study—The Shriver Report—issued by Maria Shriver and the Center for American Progress. Yet many families are still trying to find a balance in their home life when it comes to making care arrangements. In two-parent homes, that responsibility has traditionally fallen to mothers—and that trend isn't changing as fast as the face of the workforce. Mothers are often still the primary decision makers when it comes to child care. When families face a child care crisis, it's usually Mom who takes on the responsibility of changing her work schedule to address the issue.

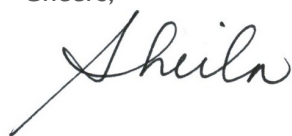
This holds true when it comes to senior care: two-thirds of all family caregivers are female according to the Caregiving in the U.S. 2009 survey from the National Alliance for Caregiving, AARP, and Metlife. Anyone looking after an elderly loved one knows caring for seniors is a responsibility that takes an enormous physical, emotional, and financial toll.

We need to better support families who need help with providing child care and senior care—and assist working mothers in particular. Along with greater support from our spouses or partners when it comes to care, working mothers could also use more help from employers. Care-related absenteeism costs employers billions of dollars each year, so benefits like on-site daycare or access to backup caregivers are beneficial for both employees and employers, yet so many companies don't offer them.

In our third installment of the State of Care Index, we continue to monitor the state of child care and senior care in America. We also take a closer look at employer child care benefits, child care gender roles, senior care recipients, senior care arrangements, and the delicate work/life balance that families try to achieve while providing the best care possible.

Thank you for your interest in this important topic.

Cheers,



Sheila Lirio Marcelo
Founder and CEO of Care.com

Introduction

Welcome to the March 2010 edition of the State of Care Index, the first study of its kind measuring families' attitudes toward caregiving. In this third edition of the Index, we continue to monitor types of care needs, life events that precipitate care needs, types of care and caregivers used when needs arise, and the financial cost of these care solutions. This edition's unique areas of exploration are employer child care benefits, child care gender roles, senior care recipients, and senior care arrangements.

In January 2010, Care.com, an online service used by families to find high-quality care providers, surveyed a random sample of its nationwide membership base along with the member base of NACCRRRA's Child Care Aware Parent Network, an online community of parents who advocate for safe and affordable child care, and the member base of the National Family Caregivers Association, an organization that advocates for those caring for loved ones who are elderly, ill, or have special needs. The survey was conducted online and received 917 responses. A majority of the respondents were female, as women often take on the primary decision making role for care.

For more information, please visit www.care.com/stateofcare.

Research Highlights

Care-related absenteeism costs US employers billions of dollars each year, so child care benefits are advantageous for both the employee and the employer.

- Flexible work hours was the most commonly received benefit: in 57% of households, at least one parent's employer provides flexible work hours.
- Aside from flextime, other child care benefits were less common. Fewer than 10% of households receive the following employer child care benefits: off-site child care center, subsidized child care, access to backup care, or on-site child care.
- Offering child care benefits inspires loyalty: in 42% of households, at least one parent has stayed with an employer because flexible hours or child care benefits were offered.

For many two-parent, two-income households, breadwinning is a shared responsibility, but arranging child care is not.

- In 64% of two-parent households, parents make child care decisions jointly. In 34% of two-parent households, Mom is the primary child care decision-maker. This breakdown holds true even in two-parent households in which both parents are employed.
- Among working moms in two-parent, two income households who experienced a care crisis in the past year, 80% reported taking time off from work in order to resolve a care crisis. Just 57% reported that their spouse/partner had done the same.

Parents weigh the benefit of two incomes and the cost of child care when deciding between working and being a stay-at-home caregiver.

- 83% of parents in two-parent, two-income households said that both parents needed to work in order to support their household.
- 66% of parents in two-parent households in which one parent is a stay-at-home caregiver said that child care is so expensive that it's not economical for both parents to work.

Caring for an elderly family member is a long-term commitment. Seniors are living longer, many with long-term physical conditions that require care.

- 58% of people caring for elderly family members are primarily caring for an elderly family member over the age of 80.
- 54% of people caring for elderly family members are primarily caring for an elderly family member with a long-term physical condition.

Most seniors are living in their own home or in the home of a family member, so many require in-home care services.

- 83% of respondents reported primarily caring for an elderly loved one who lives in his or her own home or in the home of a family member.
- 36% of respondents reported hiring a senior companion or caregiver to provide help with personal care, meals, errands, and housekeeping. Because this type of care is non-medical, it is often not covered by insurance.

*The phrase 'working mother' is redundant.
– Jane Sellman*

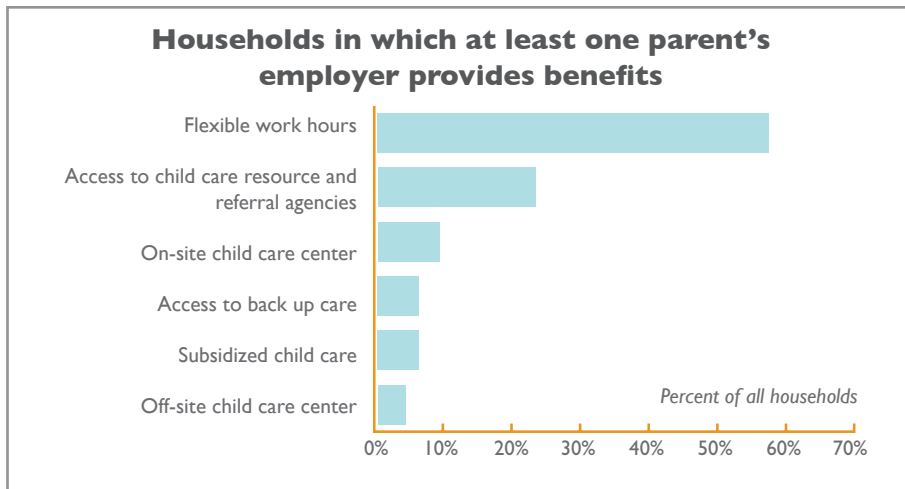
Child Care



NOTE: In the Child Care Section of the report, data includes households with one or more children 12 or younger. "Two-parent households" are defined as households in which the respondent is married or living with his/her partner. "Two-parent, two-income households" are defined as two-parent households in which both the respondent and his/her spouse/partner are employed either full or part-time. Two-parent, two-income households are a subset of two-parent households.

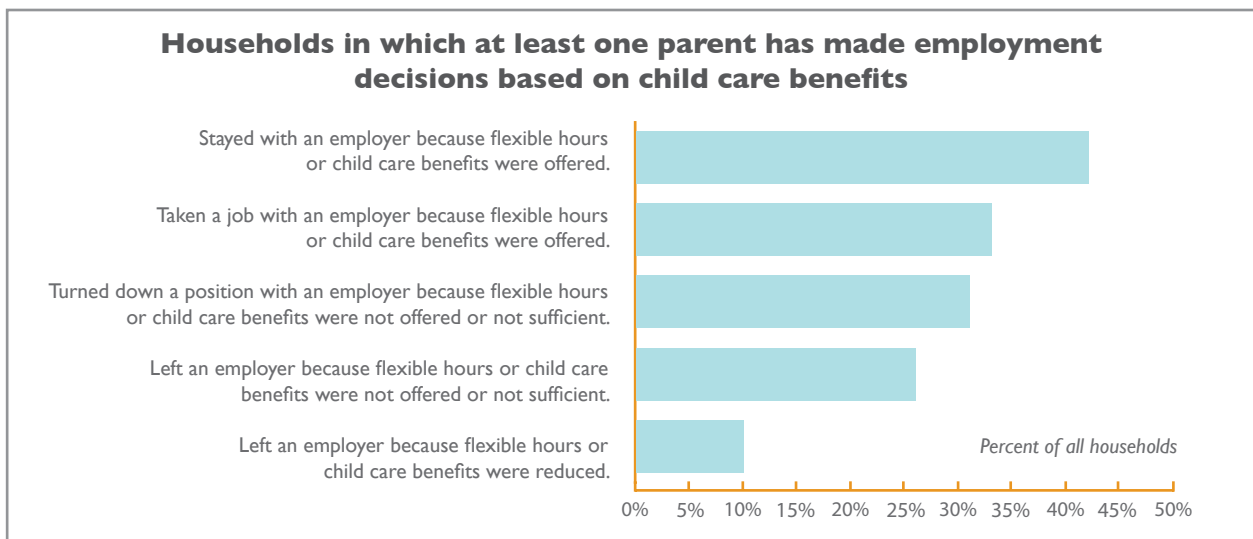
Employer Benefits

We asked respondents with children 12 or younger if their employer or their spouse/partner's employer provided any child care benefits. Flexible work hours was the most commonly received benefit: in 57% of respondents' households, at least one parent's employer provided flexible work hours.



10%
Fewer than 10% of households received the following employer child care benefits: off-site child care center, subsidized child care, access to backup care, or on-site child care center.

We also asked all respondents if employer child care benefits ever effected their employment decisions or their spouse/partner's employment decisions. It seems that offering child care benefits inspires loyalty: in 42% of households, at least one parent had stayed with an employer because flexible hours or child care benefits were offered.



I work for a government agency and it will not allow flextime arrangements. I'm always on the verge of giving notice due to this lack of a flexible schedule. It's ridiculous that I have used 6 days of 'vacation' to drop my child off at school because I have to be in my chair at 7:45 am. – Care.com member

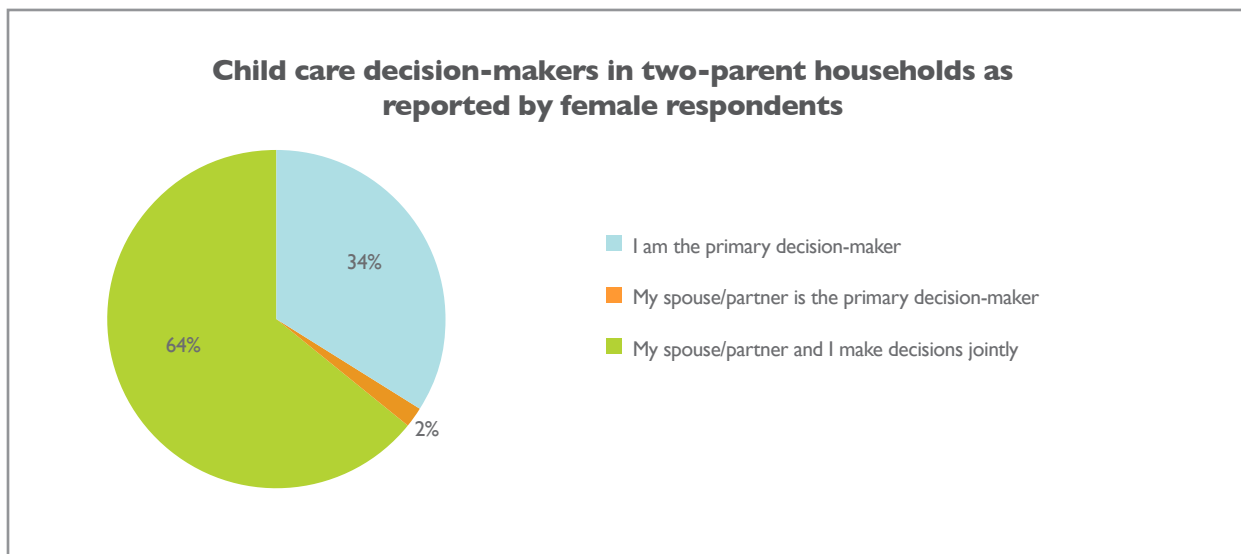
I took a lower paying job because it offered flexible hours. – NACCRRR Child Care Aware Parent

Gender Roles

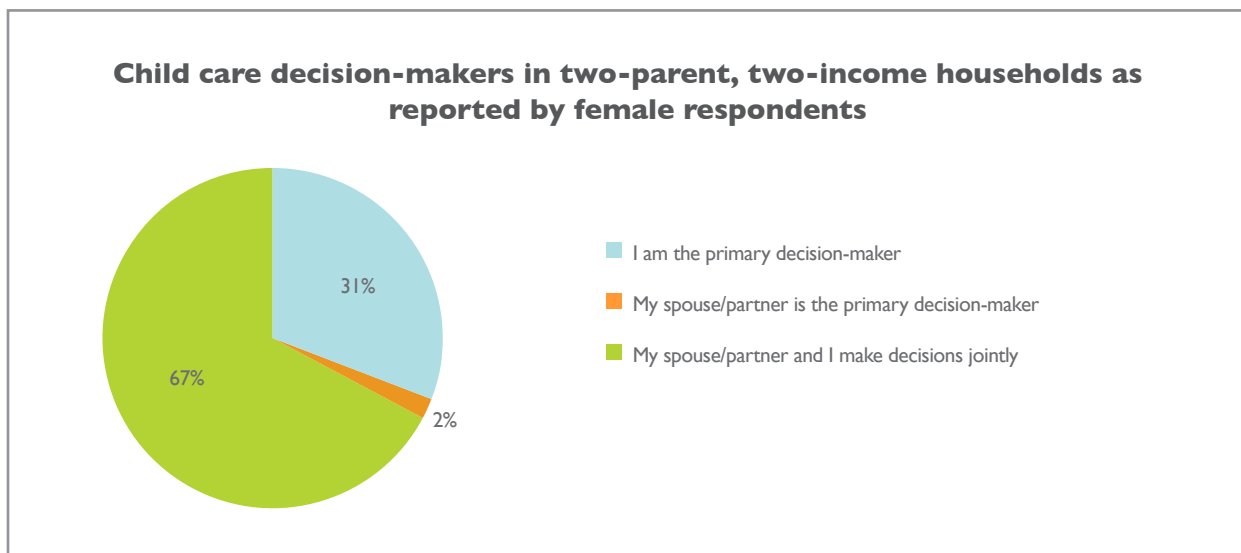
We asked respondents who in their household primarily makes decisions regarding child care. Among female respondents who were married or living with their partner, the majority (64%) reported that they make child care decisions jointly with their spouse or partner. However, many women (34%) reported being the primary child care decision-maker:

33%

For 33% of two-parent, two-income households, breadwinning was a shared responsibility, but arranging child care was not.



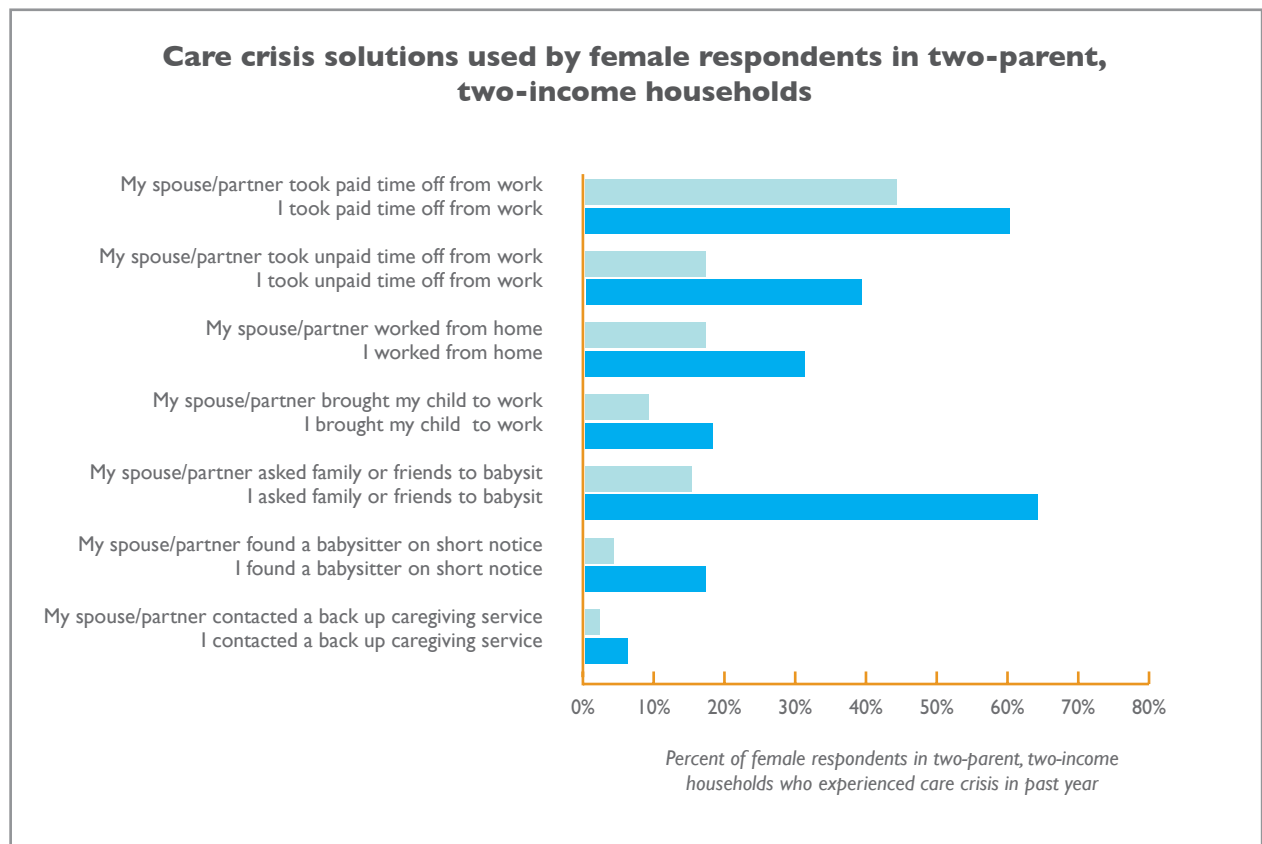
This breakdown held true even for two-parent households in which the respondent and her spouse/partner were both employed:



Care Crisis Resolution

A “care crisis” is an unplanned event that forces parents to make last minute care arrangements for their children. Just as in our previous State of Care studies, the three most common care crises were a sick child, having to put in extra hours or travel for work, and an unexpected closure of a child care center.

In our previous studies, we found that parents often respond to care crises with solutions that impact their work, such as missing work or working from home in order to care for their children themselves. In this survey we got more specific, asking not only which solutions were used but also which parent was responsible for the crisis resolution.



Regardless of the type of solution, working moms in two-parent, two-income households were responsible for care crisis resolution more often than their spouse/partner. Among working moms in two-parent, two-income households who experienced a care crisis in the past year, 80% reported taking time off from work in order to resolve a care crisis. Just 57% reported that their spouse/partner had done the same.

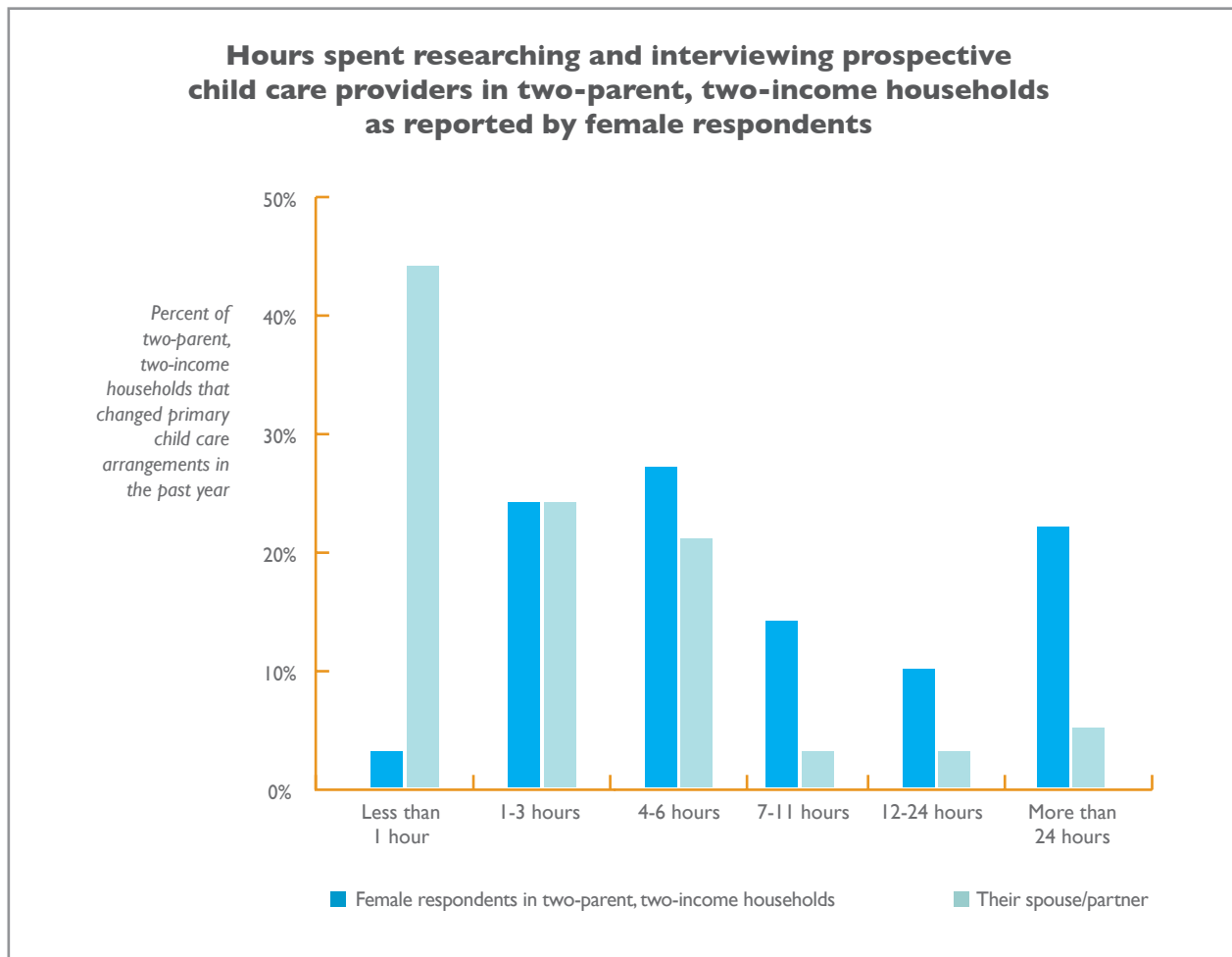
Even when care crises don't lead to employee absenteeism, they may still lead to “presenteeism”: employees who are present but distracted. Among working moms in two-parent, two-income households who experienced a care crisis in the past year, 75% reported arranging care crisis solutions during their work hours. Thirty-six percent reported that their spouse/partner had done the same.

80%

of moms in two-parent, two income households who experienced a care crisis in the past year missed work in order to resolve a care crisis.

Changing Primary Child Care Arrangements

In addition to lining up last-minute care when a crisis arises, parents are occasionally faced with the challenge of lining up a new primary child care arrangement. In our previous edition of the State of Care Index we found that researching and interviewing prospective child care providers was a time-consuming process, with one third of families devoting 12 or more hours to research and interviews each time they changed their primary child care arrangement. In this study we asked which parent was devoting their time to the research and interview process.



Working moms in two-parent, two-income households devoted more time to research and interviews than their spouse/partner. Among working moms in two-parent, two-income households who changed primary child care arrangements in the past year, 32% devoted 12 or more hours to finding a new child care provider. Just 8% reported that their spouse/partner had done the same.

Among working moms in two-parent, two-income households who changed primary child care arrangements in the past year, 62% reported researching and interviewing child care providers during their work hours. Sixteen percent reported that their spouse/partner had done the same.

Work Versus Caregiving

In our first study, we found that the average family with two children spent 14% of their household income on child care—or \$12,445 per year. With every study we continue to discuss parents' struggle to balance work and caregiving responsibilities. Parents need to pay for child care in order to work and need to work in order to pay for child care. They worry that their financial constraints will negatively impact their children's care and that their caregiving responsibilities will negatively impact their work. In this study, 45% of respondents reported that the recession has impacted their child care choices. And 51% of working moms in two-parent, two-income households reported that their caregiving responsibilities have negatively impacted their work performance or career progress. (Just 18% reported that the work performance or career progress of their spouse/partner had been negatively impacted.)

We asked respondents in two-parent, two-income households why both parents in their household chose to work. Eighty-three percent said that both parents needed to work in order to support their household. Sixteen percent said that they preferred having two incomes even if it meant hiring a child care provider.

We also asked respondents in two-parent households in which one parent is a stay-at-home caregiver why one parent stays home. Thirty-seven percent said that they prefer to care for their children themselves rather than hiring a child care provider. Sixty-six percent said that child care is so expensive that it's not economical for both parents to work.

83%

of two-parent, two-income households say that both parents need to work in order to support their family.

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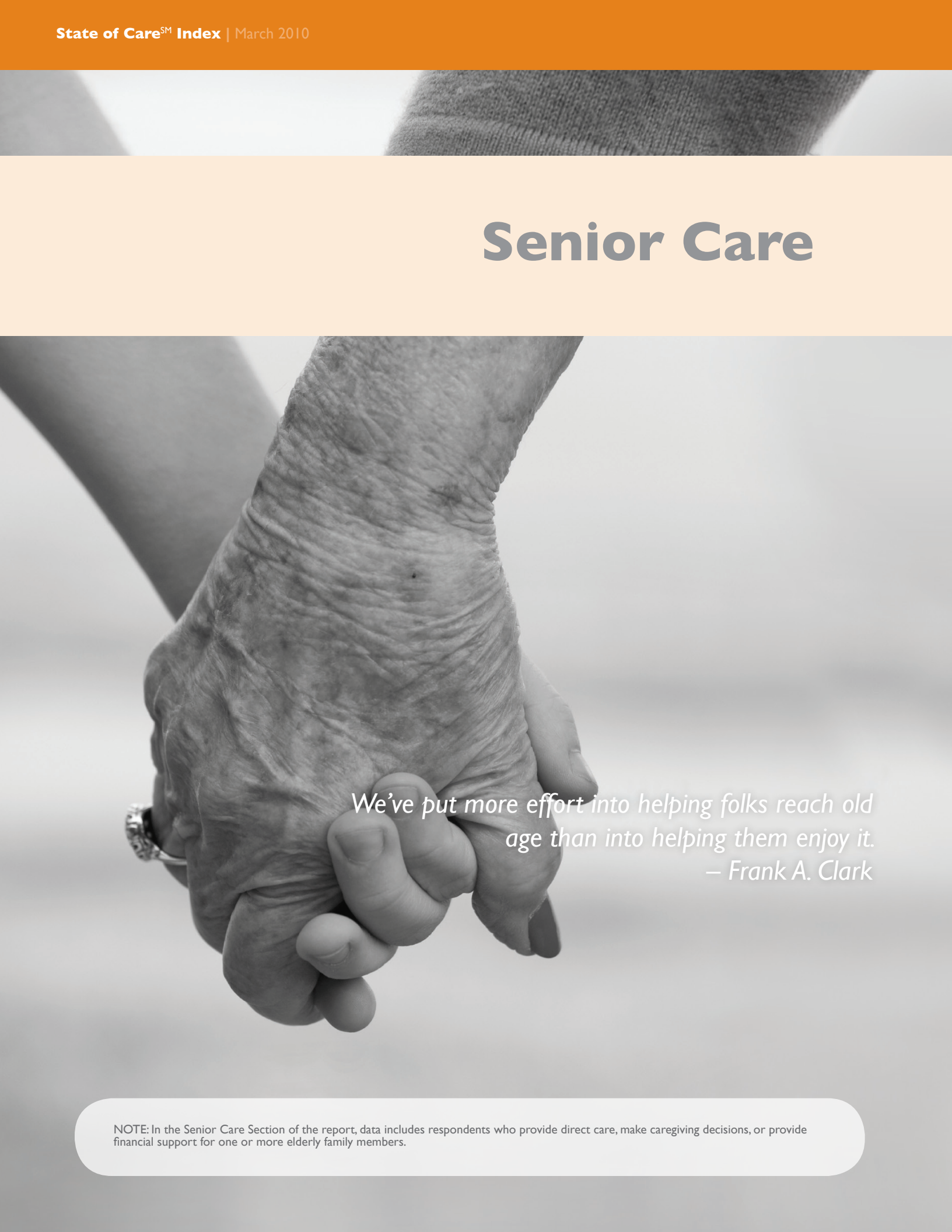
66%

of households in which one parent is a stay-at-home caregiver say that child care is so expensive that it's not economical for both parents to work.

.....

During the summer and other days that my children are out of school, it hardly pays for me to be at work. – NACCRRR Child Care Aware Parent

Senior Care



*We've put more effort into helping folks reach old age than into helping them enjoy it.
— Frank A. Clark*

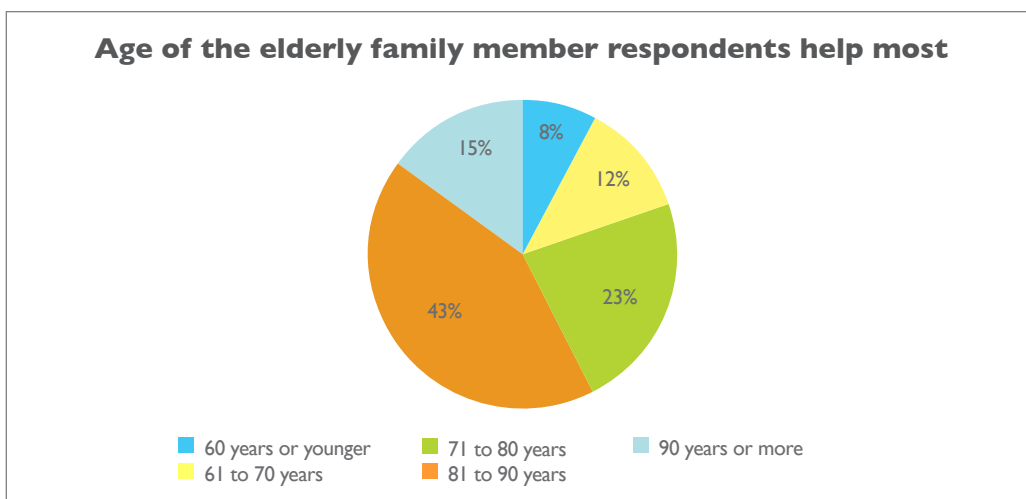
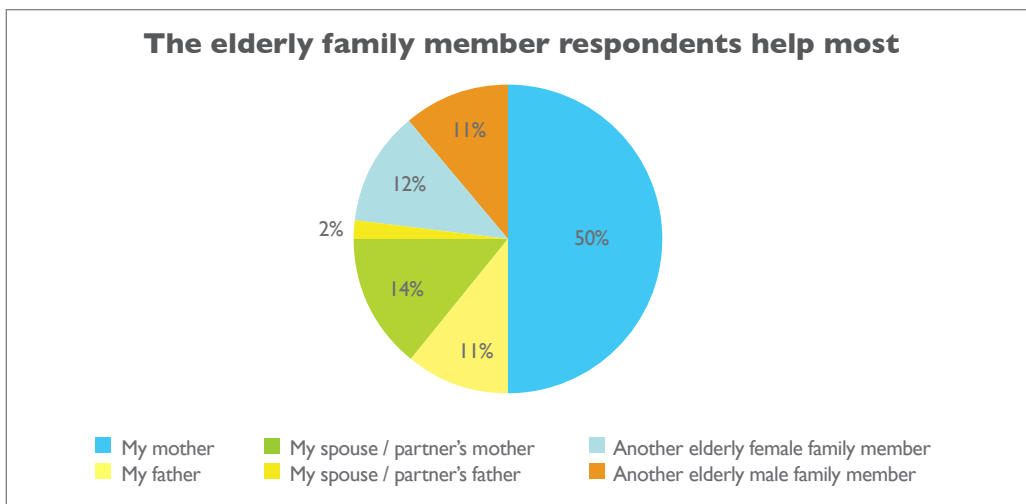
NOTE: In the Senior Care Section of the report, data includes respondents who provide direct care, make caregiving decisions, or provide financial support for one or more elderly family members.

Senior Care: A Long-Term Commitment

Caring for an elderly family member is a long-term commitment. According to the US Center for Disease Control, the remaining life expectancy for 75-year-old men and women in 2005 was 11 and 13 years respectively.

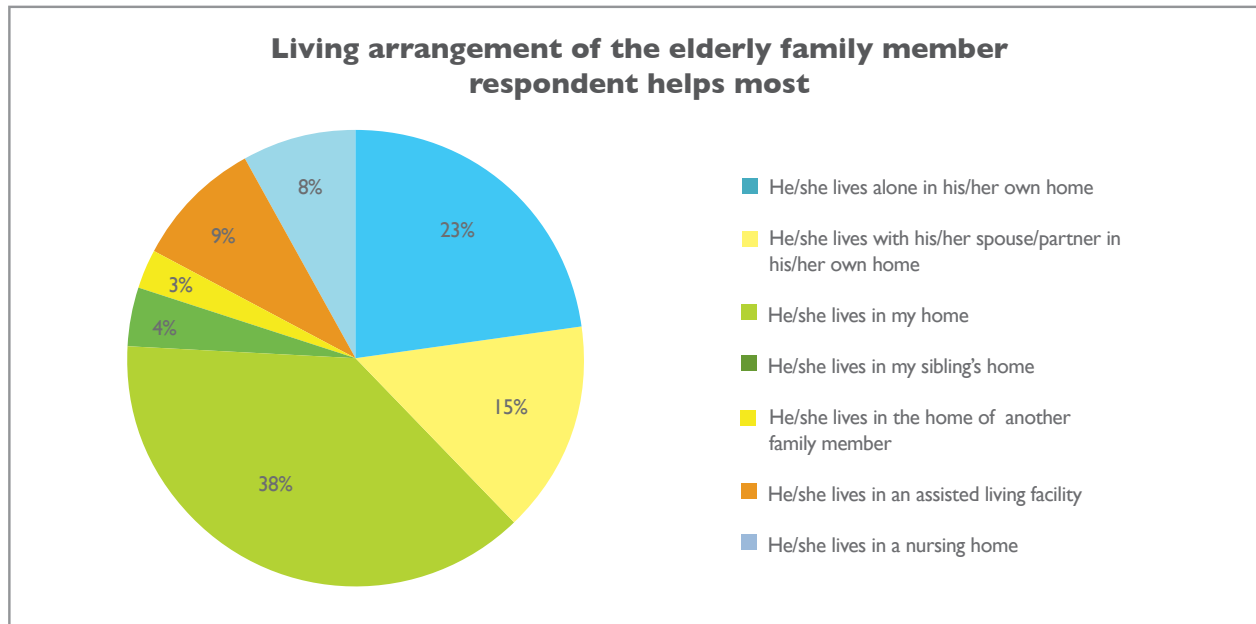
Adults over age 80 are the fastest growing segment of the population, and most will spend years dependent on others for the most basic needs. – The New Old Age, a New York Times blog

We surveyed people who provide direct care, make caregiving decisions, or provide financial support for one or more elderly family members. Twenty-five percent of respondents were helping more than one elderly family member, but we asked specifically about the elderly family member that they help most. As women live longer than men and are typically younger than their spouses, it's no surprise that the majority of survey respondents (75%) were primarily caring for an elderly female family member. Over half of respondents (58%) were primarily caring for an elderly family member over the age of 80. And over half of respondents (54%) were primarily caring for an elderly family member with a long-term physical condition.



Senior Care Arrangements

When it comes to senior care arrangements, 39% of respondents reported that the elderly family member they help most is living in his or her own home, either alone or with his or her spouse or partner. Forty-five percent reported that the elderly family member they help most is living with the respondent or with another family member. And 17% reported that the elderly family member they help most is living in an assisted living or nursing home facility.



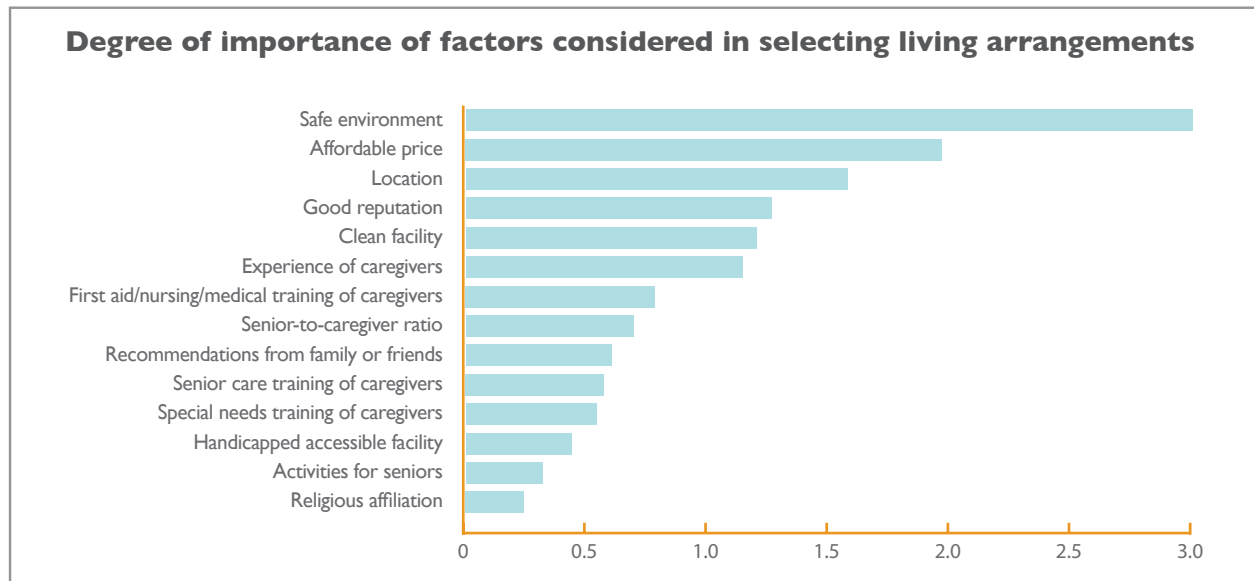
With 83% of these seniors living in their own home or in the home of a family member, many require in-home care services. Thirty-six percent of phone respondents reported hiring a senior companion or caregiver to provide help with personal care, meals, errands, and housekeeping. Because this type of care is non-medical, it is often not covered by insurance.

36%

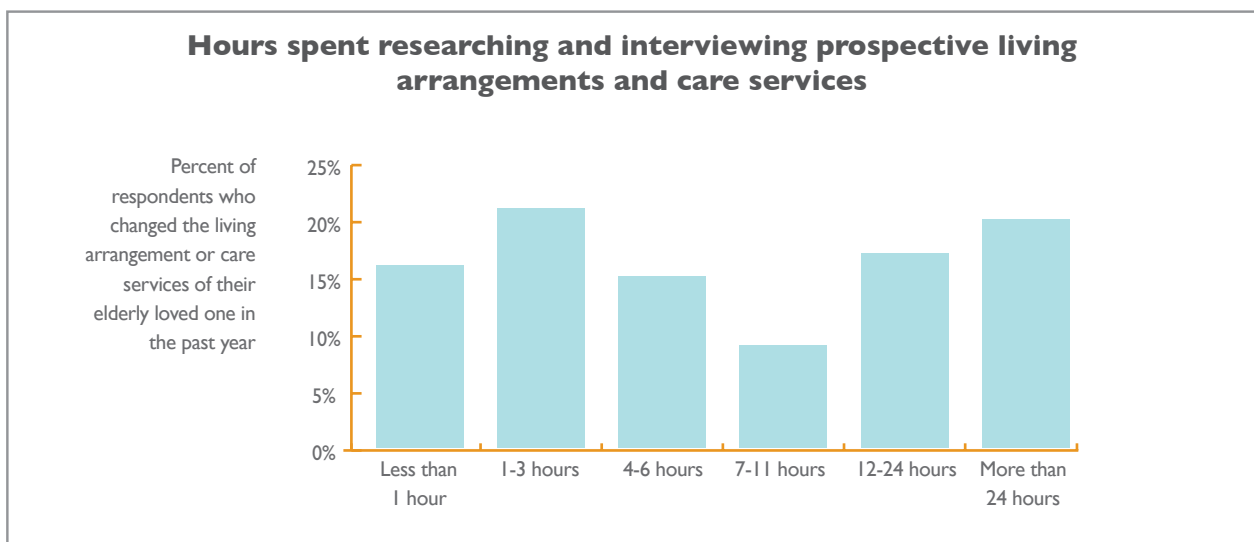
of people caring for an elderly family member hire an in-home caregiver to provide non-medical care.

Care Crises and Changing Primary Care Arrangements

Respondents experienced an average of four senior care crises in the past year. The most common senior care crises were health issues/medical emergencies and forced changes in living arrangements. Changes in living arrangements are no small undertaking: many factors are considered and many hours are spent researching and interviewing prospective new living arrangements and care providers. We asked families to rank the top three most important factors they consider when selecting a new living arrangement for their elderly loved one.



We also asked families how many hours they devoted to finding new living arrangements or care services for their elderly loved one. Among families who changed the living arrangements or care services of their elderly loved one in the past year, 38% devoted 12 or more hours to researching and interviewing prospective new living arrangements and care providers. Forty-eight percent confessed to researching and interviewing during their work hours.



Work versus Caregiving

In our first study, we found that households spent an average of \$5,911 per year on senior care. In this study, respondents reported an average of \$6,930. Most households' senior care contributions were supplemental rather than covering the majority of the cost of care. In fact, a \$6,930 contribution would cover only about one third of the total annual cost of care for one elderly family member. Respondents reported that the entire annual cost of care for the elderly family member they help most was on average \$24,768.

.....
\$24,768
.....

the entire annual cost of care
for one elderly family member.
.....

Just as with child care, families struggle to balance work and senior care responsibilities. Families need to pay for senior care in order to work and need to work in order to pay for senior care. They worry that their financial constraints will negatively impact their loved ones' care and that their caregiving responsibilities will negatively impact their work. Forty-two percent of respondents reported that the recession has impacted their senior care decisions. Fifty-three percent of respondents reported that their caregiving responsibilities have negatively impacted their work performance or career progress.

My parents were going to move into a facility as it was so difficult to take care of their house, but they lost much of their savings and couldn't sell their house. —NFCA member

The biggest challenge is taking time off to take Mom to doctor's appointments and making sure she has meals while I am at work.

—NFCA member



Conclusion

Over the upcoming months, we will focus on answering those concerns that matter most to families...How can we make child and elder care more affordable?...What can we do to help weary parents juggle work and family?
— Joe Biden

Conclusion

In a society where the face of the workforce has changed, the face of family caregiving needs to change along with it. In the March 2010 State of Care Index, we found that parents in working families are overburdened with the responsibility of providing child care while also balancing two or more jobs. In many homes, dads need to step up to take on a greater share of making child care decisions and being available to help when an inevitable care crisis hits. Right now, moms are the ones most families rely on to handle most—if not all—of the child care duties. That might have made sense 30 years ago when one parent worked and one stayed home in most households, but it doesn't work as well today with both parents managing careers in two-parent households.

Employers also have to realize the pressures working families face when providing child care and senior care. Instead of assuming losses due to decreased productivity, turnover, or absenteeism are unavoidable, companies should realize that they're the one who stand to gain the most when they offer caregiving benefits to their workers. Benefits like flexible schedules, child care savings accounts, and access to programs that connect employees to care providers are key to boosting morale and retaining employees.

The cost of care also remains a huge burden on families who provide child care, senior care, or both. Most spend thousands of dollars each year, and caregiving can often be the second-highest monthly expense for many families, falling just behind housing or rent. This means with each bill paid and each check written, caregivers weigh the value of their careers—is it really worth it to work and pay for care? Or are they just working to pay those care-related bills? We must find a way to lower the cost of child care and senior care so more families don't have to make these choices based solely on the bottom line. American workers deserve the freedom of choice when it comes to their careers.

We need to take the responsibility to care enough for families who need help with providing child care and senior care to take the next step and provide solutions that work. Working mothers, in particular, are a group that needs change to take place swiftly. The good news is that more people are talking about these issues. Families across the country are realizing that change in their home life is necessary to maintain balance, and companies are starting to address the fact that "business as usual" doesn't cut it anymore. The State of Care Index exists to be a resource to raise awareness of the pressures families face when providing care and to encourage practical changes in lifestyles and corporate practices.

Thank you for listening.

Appendix

Respondent Demographics

- Sample Size: 916 respondents
- Gender: 88% female

	State of Care Survey	U.S. Census Bureau
Age Statistics (female)*		
15-25	3%	18%
25-34	21%	18%
35-44	24%	19%
45-54	23%	20%
55-64	23%	15%
65-74	7%	9%
Marital status for women aged 18 and over**		
Married	62%	50%
Divorced/Widowed/Separated	19%	24%
Single	19%	25%
Avg Number of Children in Household***	1.6	1.9
Median Income****	\$52,500	\$50,233

* Age and Sex in the United States: 2008 (http://www.census.gov/population/www/socdemo/age/age_sex_2008.html)

** America's Families and Living Arrangements: 2009 (<http://www.census.gov/population/www/socdemo/hh-fam/cps2009.html>)

*** Census Bureau includes all children under 18; Care.com data only includes children under 13.
(<http://www.census.gov/population/www/socdemo/hh-fam/cps2009.html>)

**** <http://www.census.gov/prod/2008pubs/p60-235.pdf>

Employment status:

Employed full-time	45%
Employed part-time	16%
In school	3%
Not employed	22%
Retired	14%

65% of respondents' spouses are employed full-time

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