



State of Care<sup>SM</sup>

# Spotlight on Flexibility

*A study from Care.com that measures families' attitudes toward caregiving*

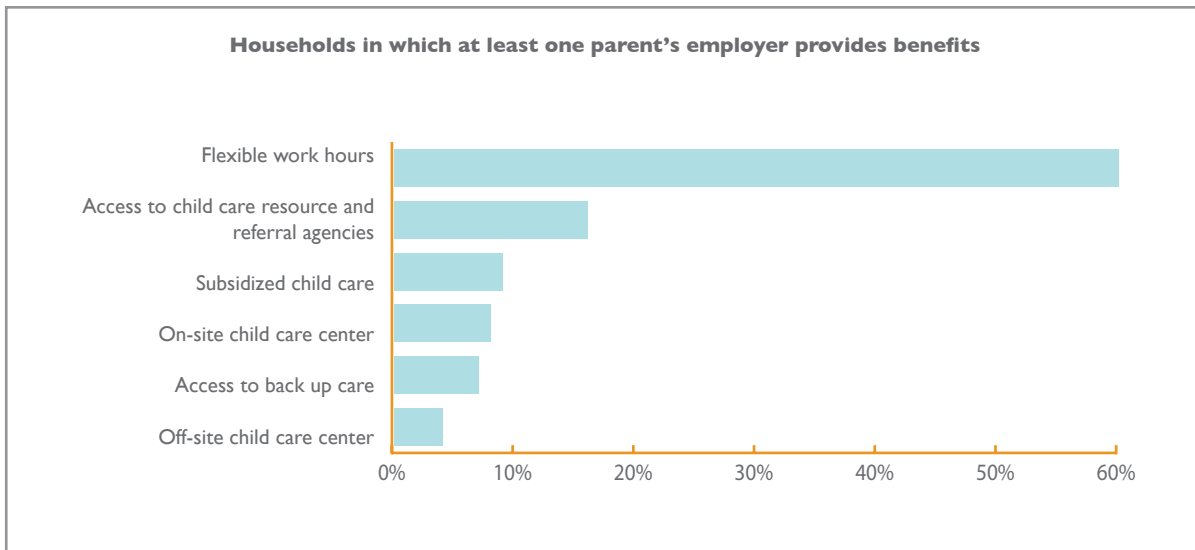
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## Employer Benefits

Flextime is a critical benefit for parents of young children, and some employers are accommodating this need.

- In 53% of families with young children, at least one parent’s employer provided flexible work hours.
- Fewer than 10% of families receive the following employer child care benefits: off-site child care center, access to backup care, on-site child care center, or subsidized child care.



## Benefits inspire loyalty

Parents of young children make employment decisions based on flextime and child care benefits.

- **1 in 5 families**—a parent has stayed with an employer because flexible hours or child care benefits were offered.
- **1 in 7 families**—a parent has taken a job with an employer because flexible hours or child care benefits were offered
- **1 in 7 families**—a parent has turned down a position with an employer because flexible hours or child care benefits were not offered or not sufficient
- **1 in 10 families**—a parent has left an employer because flexible hours or child care benefits were not offered.

## Benefits inspire loyalty

Many 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 childrens' care and that their caregiving responsibilities will negatively impact their work.

Parents of young children:

- 12% say that the recession has impacted their child care choices.
- 13% say that their work performance/progress or the work performance/progress of their spouse/partner has been negatively impacted by their caregiving responsibility.

Parents in two-parent, two-income households:

- 57% say that both parents need to work in order to support their household.
- 21% say that they prefer having two incomes even if it meant hiring a child care provider.

## Methodology

In January 2010, Care.com sponsored a phone survey of parents of young children and individuals caring for elderly family members. Parents of young children are defined as parents or guardians of one or more children aged 12 or younger. Individuals caring for elderly family members are defined as adults who provide direct care, make caregiving decisions, or provide financial support for one or more elderly family members. The phone survey was conducted by Eastern Research Services, who conducted interviews with 600 parents of young children and 300 individuals caring for elderly family members. The child care interviews were reached by randomly sampling households with children 12 or younger. The senior care interviews were reached by randomly sampling households with an adult between the ages of 45 and 65. The margin of error for the child care results is plus or minus approximately 4 percentage points at the 95% confidence level. This means that 95 times out of 100, a difference of greater than 4 percentage points would not have occurred by chance. The margin of error for the senior care results is plus or minus approximately 5.7%. For subsets of respondents, the margin of error is larger.

## 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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