

Opinion poll: Opinion Poll: Small businesses support policy solutions to address our nation’s childcare challenges

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Download full report from our website: <https://smallbusinessmajority.org/our-research/workforce/opinion-poll-small-businesses-support-policy-solutions-address-our-nation-s-childcare-challenges>

Methodology

This poll reflects a survey of 566 small business owners nationwide who are parents and/or have employees with children. The poll was an online survey conducted Jan. 30-31, 2024 via SurveyMonkey’s online panel. The margin of error is +/- 4% at 95% confidence level.

Survey Toplines

1. How many people does your company/organization employ, including yourself? Please include full-time and part-time employees, but do not include independent contractors

Self-employed	25%
Small business, 2-10 employees.....	25%
Small business, 10-24 employees.....	12%
Small business, 25-49 employees.....	15%
Small business, 50-74 employees.....	11%
Small business, 75-100 employees.....	11%

2. To your knowledge, does at least one of your employees have children? (Asked of employers with employees N=424)

Yes	94%
No.....	6%

3. Are you a parent, or not?

Yes	92%
No.....	8%

4. Please select your business industry

Agriculture and Mining.....	3%
Consulting and Business Services	8%
Education and Youth Services.....	10%
Energy and Utilities	2%
Engineering.....	5%
Food and Beverage.....	5%
Healthcare, Pharmaceuticals and Biotech	8%
Health, Beauty, and Fitness	5%
Insurance and Financial Services.....	6%
Manufacturing.....	6%

Media and Entertainment.....	2%
Nonprofit.....	1%
Real Estate and Construction.....	10%
Retail.....	9%
Service and Consumer Services.....	4%
Software and Internet.....	1%
Technology, Computers and Electronics.....	7%
Telecommunications.....	2%
Transportation and Storage.....	2%
Travel, Recreation and Leisure.....	1%
Wholesale and Distributors.....	2%

5. What year did you start your business?

Less than Two Years.....	4%
Two to five years.....	25%
Six to 10 years.....	25%
More than 10 years.....	46%

6. What is your business' annual revenue?

Less than \$25,000.....	14%
\$25,000-\$49,999.....	10%
\$50,000-\$99,999.....	12%
\$100,000-\$249,999.....	24%
\$250,000-\$499,999.....	14%
\$500,000-\$999,999.....	15%
Over \$1 million.....	9%
Prefer not to say.....	2%

7. How optimistic or pessimistic are you about your business prospects over the next 6 months?

Very optimistic.....	41%
Somewhat optimistic.....	33%
Neutral.....	17%
Somewhat pessimistic.....	6%
Very pessimistic.....	3%
Optimistic.....	74%
Pessimistic.....	9%

8. Rank the overall state of your business, where 1 indicates that your business is performing very poorly and 5 indicates it is performing very well.

1.....	3%
2.....	8%
3.....	27%
4.....	38%
5.....	23%

9. In the past three months, have your revenue, expenses and headcount increased, decreased or stayed the same?

	Increased	Decreased	Stayed the same
Revenue.....	57%	17%	27%
Expenses	57%	15%	29%
Headcount.....	40%	13%	47%

10. Do you identify with any of the following racial or ethnic groups? (Select all that apply)

Asian, Asian American, East Asian, South Asian, and/or Southeast Asian	12%
Black, African or African American.....	14%
Hispanic, Latino/a or Spanish Origin	12%
Middle Eastern or North African	5%
Native American or Alaskan Native	4%
Native Hawaiian or Other Pacific Islander	2%
White or Caucasian	70%
Prefer not to answer	2%
Other	1%

11. Gender?

Male.....	50%
Female.....	48%
Non-binary.....	1%
A gender not listed here	0%
Prefer not to answer.....	1%

12. Is your primary language English? N=521

Yes	94%
No.....	6%
Prefer not to say	1%

13. Do you agree or disagree with the following statement: Lack of access to affordable, high-quality childcare for my own children created an impediment for me to START my business? (Asked of those with children. N=521)

Strongly agree	34%
Somewhat agree	24%
Neutral	16%
Somewhat disagree	15%
Strongly disagree.....	12%
Agree.....	58%
Disagree.....	27%

14. Do you agree or disagree with the following statement: Lack of access to affordable, high-quality childcare for my own children created an impediment for me to GROW my business? (Asked of those with children. N=521)

Strongly agree	31%
Somewhat agree	28%
Neutral	15%
Somewhat disagree	11%
Strongly disagree.....	13%
Not sure.....	2%
Agree.....	59%
Disagree.....	24%

15. How often do you or did you adjust your own work schedule due to childcare issues? (Asked of those with children. N=521)

Weekly.....	35%
A few times a month.....	38%
A few times a year	20%
Never.....	8%

16. Have you experienced any of the following due to your own childcare issues? (Select all that apply) (Asked of those with children. N=521)

Taken substantial time away from the business	56%
Shut my own business and rejoined the workforce.....	26%
Lost out on business opportunities	39%
Had to hire additional help	28%

17. Do you agree or disagree with the following statement: my childcare issues negatively affected productivity. (Asked of those with children. N=521)

Strongly agree	28%
Somewhat agree	29%
Neutral	17%
Somewhat disagree	14%
Strongly disagree.....	11%
Agree.....	58%
Disagree.....	26%

18. To your knowledge, what percentage of employees in your company do you estimate have children under 18?

0-10 percent	16%
11-25 percent	19%
26-50 percent.....	32%
51-75 percent	23%
76-100 percent	10%
Not sure.....	1%

19. How often do your employees adjust work schedules due to childcare issues? (Asked of those with employees with children. N=398)

Weekly.....	26%
A few times a month.....	49%
A few times a year	21%
Never.....	4%

20. Have you experienced any of the following due to your employees' childcare issues? (Select all that apply) (Asked of those with employees with children. N=398)

Unplanned work absences	62%
Had an employee quit	30%
Had a job candidate turn down an offer	30%
Had an employee turn down a job promotion	27%
Had to eventually fire an employee who was routinely absent	16%

21. Do you agree or disagree with the following statement: My employees' childcare issues have negatively affected their ability to do their job as efficiently as they and I would like. (Asked of those with employees with children. N=398)

Strongly agree	22%
Somewhat agree	39%
Neutral	19%
Somewhat disagree	10%
Strongly disagree.....	10%
Agree.....	61%
Disagree.....	20%

22. What have been the impacts on your business when your employees are facing childcare issues? (Select all that apply) (Asked of those with employees with children. N=398)

Lost revenue or earnings.....	31%
Unable to operate longer hours.....	44%
Lower productivity	51%
Had to hire temporary workers.....	28%
Other (please specify).....	4%

23. Do you have any of the following workplace policies in place to ease your employees' childcare burden? (Select all that apply) (Asked of those with employees with children. N=398)

Offer on-site childcare.....	29%
Allow employees to bring children to work.....	50%
Flexible scheduling / remote work.....	57%
Other	3%

24. Do you agree or disagree that policymakers need to take action to address the cost of childcare?

Strongly agree	41%
Somewhat agree	28%
Neutral	17%
Somewhat disagree	8%
Strongly disagree.....	7%
Agree.....	68%
Disagree.....	14%

25. Below are a series of policy proposals the government is considering to address the lack of affordable, high-quality childcare. For each, indicate whether you support or oppose:

	Strongly support	Somewhat support	Neutral	Somewhat oppose	Strongly oppose	Total support	Total oppose
Renew the program that provided \$16B in grant funding annually to childcare providers and was terminated last fall.....	39%	28%	18%	6%	9%	67%	15%
Allow nonprofit childcare providers to access the Small Business Administration’s main loan programs for working capital and real estate expansion. Such nonprofits are currently prohibited from accessing those loans.	32%	34%	20%	8%	5%	66%	14%
Expand eligibility to more families for the national Head Start program, which provides early education and childcare at centers throughout the country.....	41%	30%	17%	6%	6%	70%	12%
Provide grants to states to better recruit and train childcare workers, and help workforce training program participants with childcare costs.....	36%	34%	17%	8%	5%	70%	13%
Double the amount of money that can be saved by a family in a tax-exempt Dependent Care Flexible Spending Account to cover child care expenses, to \$10,000 annually.....	43%	28%	17%	8%	4%	71%	13%
Reduce complex state licensing requirements and other red-tape for childcare providers.	26%	29%	19%	14%	12%	55%	27%
Expand a tax credit aimed at helping businesses provide childcare to their workers by increasing the credit’s rate and caps, allowing businesses to jointly create and operate a childcare facility for their employees, and adding in-home services as an eligible use.	41%	32%	18%	5%	4%	73%	9%

26. Age

18-29	15%
30-44.....	33%
45-60.....	40%
> 60.....	13%