



Nevada Child Care Survey

Parents and Providers Preliminary Analysis

January 31, 2023



Nevada Parents Survey

- > **3,926 gross respondents to primary survey statewide**
- > **Distribution primarily via family-centric community partners**
 - >> *The Children's Cabinet*
 - >> *The Las Vegas Urban League*
 - >> *Boys and Girls Clubs*
 - >> *Others*
- > **Therefore largely a perceptual survey of parents with kids in child care**



Key Findings

Type of Child Care

- > 29% have children enrolled in child care centers
- > 54% have childcare with friends, relatives and home-based providers
- > 16% have employer-based child care



Key Findings

Selection Process

- > More so even than the important factors of availability, affordability and hours of operation—or even reputation—a primary decision factor for parents is the initial impression of facility personnel, quality, and atmosphere on their first visit.
- > This is closely related to the perceptions of child safety and child fulfillment/enjoyment.



Key Findings

Access/Availability

- > **Statewide, nearly 20% of parents surveyed indicated finding child care was difficult or very difficult.**
- > **There are indications that demand far outstrips supply in many parts of the state, however.**
 - >> *Small towns and rural communities*
 - >> *Less affluent communities within the urban zones of Reno and Las Vegas*
- > **52% of respondents currently receive some form of financial aid for child care**
- > **72% of those not receiving aid indicate they don't know how to apply, or that the process is too confusing**



Key Findings

Of 48 parents actively seeking child care:

- > 100% cite cost as the primary barrier**
- > 81% were not aware there is new financial assistance for child care in Nevada**
- > 82% indicated the primary benefit of child care is freeing the parent to work and earn money**



Nevada Providers Survey

- > **96 respondents statewide**
- > **42% Owners/Directors of center-based child cares**
- > **40% Home-based providers**
- > **15% Work in child care centers**



Key Findings

Top concerns:

- > Low income/low pay
- > Inability to find and retain employees with a competitive wage
- > Difficulty caring for children with behavioral challenges



Revenue Sources

Top concerns:

- > **61% indicate 0 - 25% of revenue is from financial assistance programs**
- > **17% indicate over 50% of revenue is from financial assistance**
- > **37% advise or assist parents often or always with the financial aid application process**



Capacity

- > **39% have no room for more children**
- > **31% can take in one or two more children**
- > **30% have room for three or more children**



Revenue Sources

Most important factors in providing high quality care:

- > Enough income to pay employees a competitive wage
- > More available prospective employees



Creative Samples

“Today I learned how
to make orange.”

New Funding for Child Care



For More Information Visit
NevadaChildCareFund.org



Creative Samples

**“Today I learned to
spell Nevada.”**

New Funding for Child Care



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Creative Samples

“Today I learned how
to spell my name.”

New Funding for Child Care



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