



SURVEY RESULTS SUMMARY

UNDERSTANDING PROVIDER CHOICE WITHIN THE DAYHOME SECTOR IN ALBERTA (UNLICENSED DAYHOME PROVIDERS).

By Embolder Professional Dayhome Community

February 9, 2023

*Survey conducted December 6 to 21, 2022 by:
Embolden Private Dayhome Community Inc.
Operating as: Embolden Professional Dayhome Community
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Established in 2018, Embolden Professional Dayhome Community (also called Embolden PDC or Embolden) is the first and only support network in Alberta for dayhome providers and parents. Embolden represents more than 600 dayhome providers operating in 80 municipalities across Alberta. Embolden is dedicated to increasing working parents' accessibility to safe and quality child care. Embolden raises the visibility of this type of child care to parents through online tools, educational resources and outreach. Embolden increases availability of this type of safe and quality child care by reducing provider turnover and nurturing stable and successful dayhomes through professional development opportunities, community support and evidence-based resources.

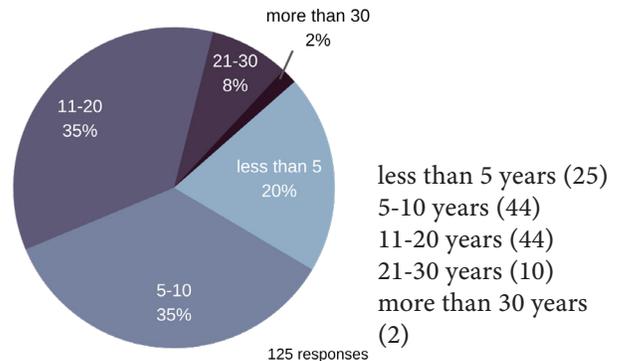
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1. EXECUTIVE SUMMARY

At Embolden Professional Dayhome Community (or for short, Embolden PDC, or Embolden), we are passionate about supporting providers and parents, and understanding the unlicensed child care sector in Alberta. As the voice for Alberta’s unlicensed child care sector, we invited unlicensed providers to participate in a survey conducted December 6 to 21, 2022 called “Understanding provider choice within the dayhome sector in Alberta (unlicensed dayhome providers).” We wanted to hear about their experiences running a dayhome, their opinions on the licensed family day home sector, and how the last year has been for them since November 15, 2021 when the Government of Alberta announced its child care agreement with the federal government. Embolden will use the results to tailor its support for providers of unlicensed dayhomes. We will share the results with the Child Care Branch of Alberta Children’s Services to help inform their work with child care providers. Embolden may also share the results with other organizations engaged in the child care sector. This document summarizes the survey results and can be found online at www.emboldenpdc.com/survey.

The survey garnered 141 respondents. Out of these respondents 138 (98%) operated an unlicensed private dayhome or were in the process of starting one. The remainder of the survey asked questions of the 138 (98%) private providers.

Out of 125 provider respondents, 80% have been operating an unlicensed private dayhome for 5 or more years.



The top three reasons why provider respondents chose to operate a dayhome are:

1. Love caring for children. (121)
2. Being my own boss. (114)
3. Supporting my family financially. (111)

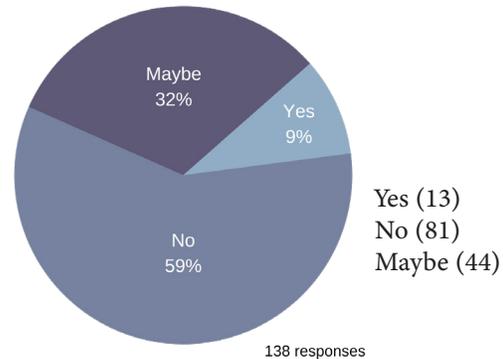
The top three themes about what the best part of having an unlicensed dayhome are:

1. Flexibility & freedom for all policies and planning. (60)
2. Being my own boss. (56)
3. More connections with families. (22)

The top three main challenges an unlicensed dayhome faces are:

1. My families cannot access subsidy and new grants. (45)
2. Filling all available spaces. (27)
3. Nothing. (24)

Out of the 138 provider respondents, 91% said 'maybe' and 'no' they were not considering becoming licensed.



The three most appealing reasons to join a licensed agency are:

1. Subsidies & grants for families. (47)
2. Government funding. ie: wage top ups (32)
3. Nothing. (24)

The top three statements on concerns or challenges of joining a licensed agency that provider respondents strongly agreed or agreed with are:

1. Reduced autonomy. (117)
2. Rules or policies are too restrictive or impractical. (102)
3. Agency fees and/or policies impact my income. (100)

The top three resources and supports that would help the most if joining an agency are:

1. Career Development (36)
2. Funding (21)
3. Connection (16)

The top three things that the Government of Alberta could do to encourage more unlicensed providers to join a licensed agency are:

1. Nothing. (36)
2. More flexibility on rules. (32)
3. Remove the agencies. (17)

The top three impacts that the "\$10/day" agreement has had on unlicensed providers are:

1. Unaffected. (54)
2. Harder to find families. (28)
3. Families left for cheaper care. (19)

1.2. Demographics

Questions asking about the demographics of the 138 provider respondents, revealed that:

- Provider respondents were located in 32 different rural and urban municipalities across Alberta.
- About three-quarters (73%) of provider respondents live in an urban area.
- Majority of provider respondents were female (99%).
- The majority (42%) of provider respondents fall into the age range of 35 to 44 years.
- Not including English, provider respondents can use the following languages fluently in a child care setting. French (4%), Spanish (4%), Mandarin (1.5%), Polish (1.5%) and ASL(1.5%).
- More than half (64%) of provider respondents have early childhood education training with either Level 1, Level 2 or Level 3.
- More than two-thirds (70%) of provider respondents have post-secondary education with a diploma (19%), a certificate (25%), a Bachelor's degree (25%) and a Master's degree (1%).
- The three main fields of study for those provider respondents with post-secondary education are Early Childhood Education (34%), Medical & Health (17%) and Business & Commerce (17%).
- More than half of provider respondents (67%) indicated they had previous child care experience in the licensed child care sector as daycare directors, daycare employees, approved dayhome providers or preschool teachers.

1.3. Comparison of 2022 survey with 2021 survey

Responses from the 2022 survey of unlicensed providers show very little difference in the way that unlicensed providers responded to the 2021 survey. The biggest difference is the smaller number of responses in 2022 (138) versus in 2021 (278). The decrease may be due to splitting the response in 2022 between an additional two surveys for providers who have recently closed or have recently become licensed. The higher response in 2021 could be attributed to enhanced fear and anxiety about the \$10/day agreement that was announced only one week prior to the 2021 survey.

To request the full report visit: emboldenpdc.com/survey