

# Wisconsin's Child Care Landscape



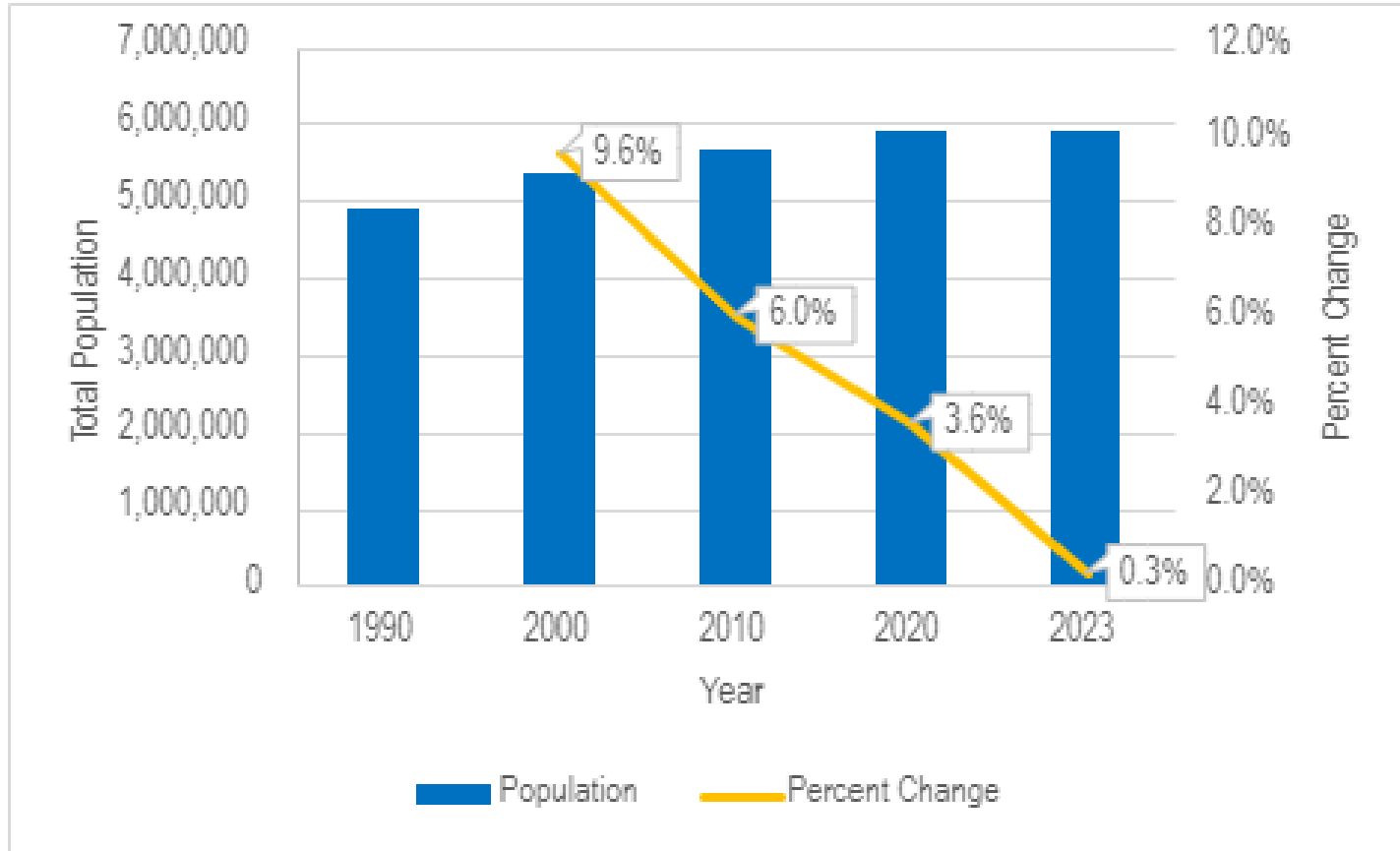
**weca** Wisconsin Early  
Childhood Association



## Wisconsin Early Childhood Association

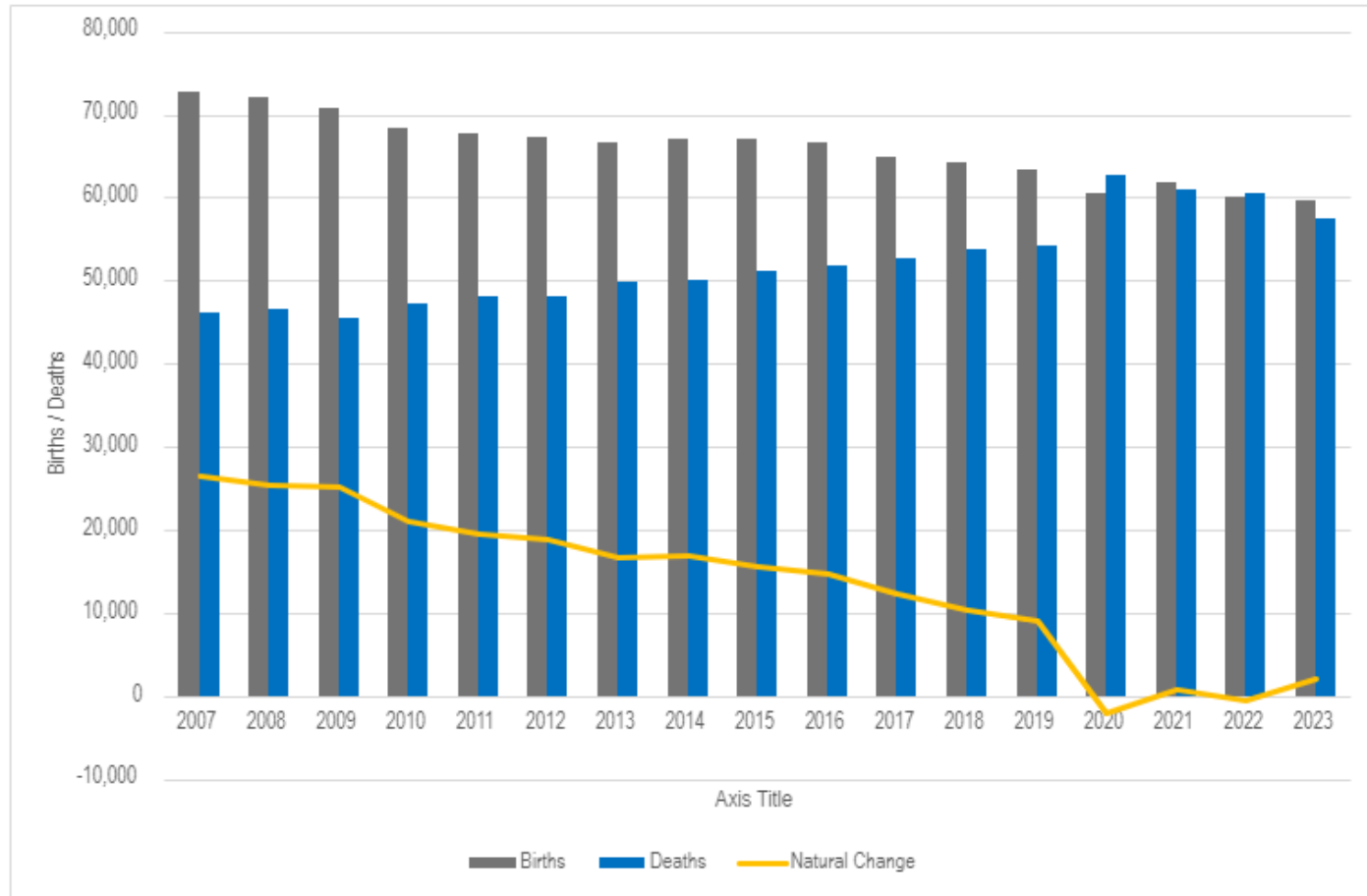
- **Mission:** Advancing comprehensive and transformational support of the early childhood workforce.
- **Vision:** A just Wisconsin where early care and education is viewed and invested in as a public good so all early educators, young children, families, and communities thrive.

# Wisconsin Population Trends



Source: University of Wisconsin-Madison  
Applied Population Lab

# Birth Dearth: Wisconsin Births and Deaths



Source: University of Wisconsin-Madison  
Applied Population Lab

# Why Are We Experiencing These Trends?

NEWS

## Why is the U.S. birthrate so low? How about the cost of child care?

Published: Nov. 21, 2023, 8:07 a.m.



## Millennials Aren't Having Kids Because It's Too Expensive

By: Ana Lucia Murillo

Published: Jun 16, 2021 | 11 min read



Kiersten Essenpreis for Money

A pregnant woman with blonde hair tied back, wearing a blue hard hat and a yellow safety vest over a light-colored top, is shown in profile. She is holding and looking at a set of blueprints or technical drawings. The background is a blurred industrial or construction site with various equipment and structures.

**Workers,  
Employers,  
and the  
Economy**

# 59%

**Wisconsin's women's labor force participation rate has dropped below 60% for the first time since the 1980s.**

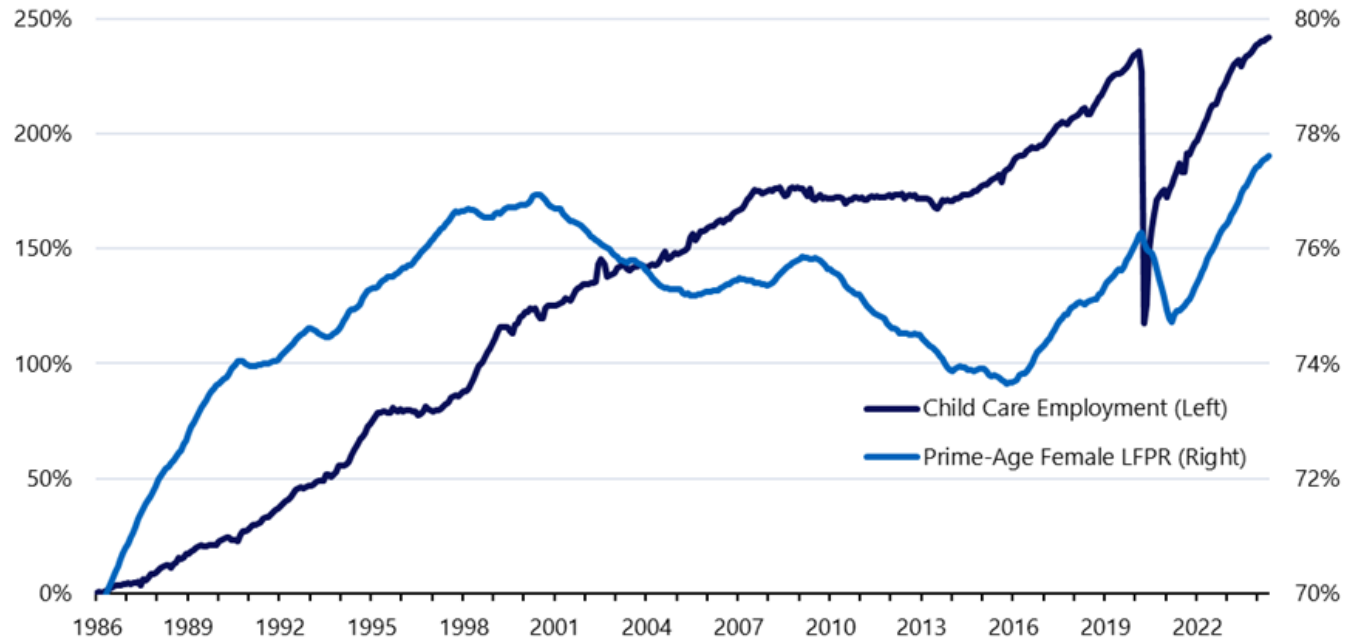
Source: High Road Strategy Center, Formerly Known as Center on Wisconsin Strategy (COWS)

# Child Care Workforce, Labor Force Participation

Figure 2. Growth of Female Labor Force Participation and Child Care Employment

Percent change in employment from 1986

12-month moving average labor force participation rate (percent)



Council of Economic Advisers

Sources: Current Population Survey; Bureau of Labor Statistics; CEA calculations.

Notes: Prime age, female labor force (25-54) and employment in child and day care services are plotted as percent changes from 1985.

As of June 24, 2024 at 8:30am.



# Working Parents Face Challenges

**85%** say child care  
problems hurt  
their work  
efforts or time  
commitment

**25%** have been  
fired from  
their job

**25%** have been  
reprimanded  
at work

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# 21%

**of moms who stay at home with their children full time turned down job opportunities because of lack of child care.**

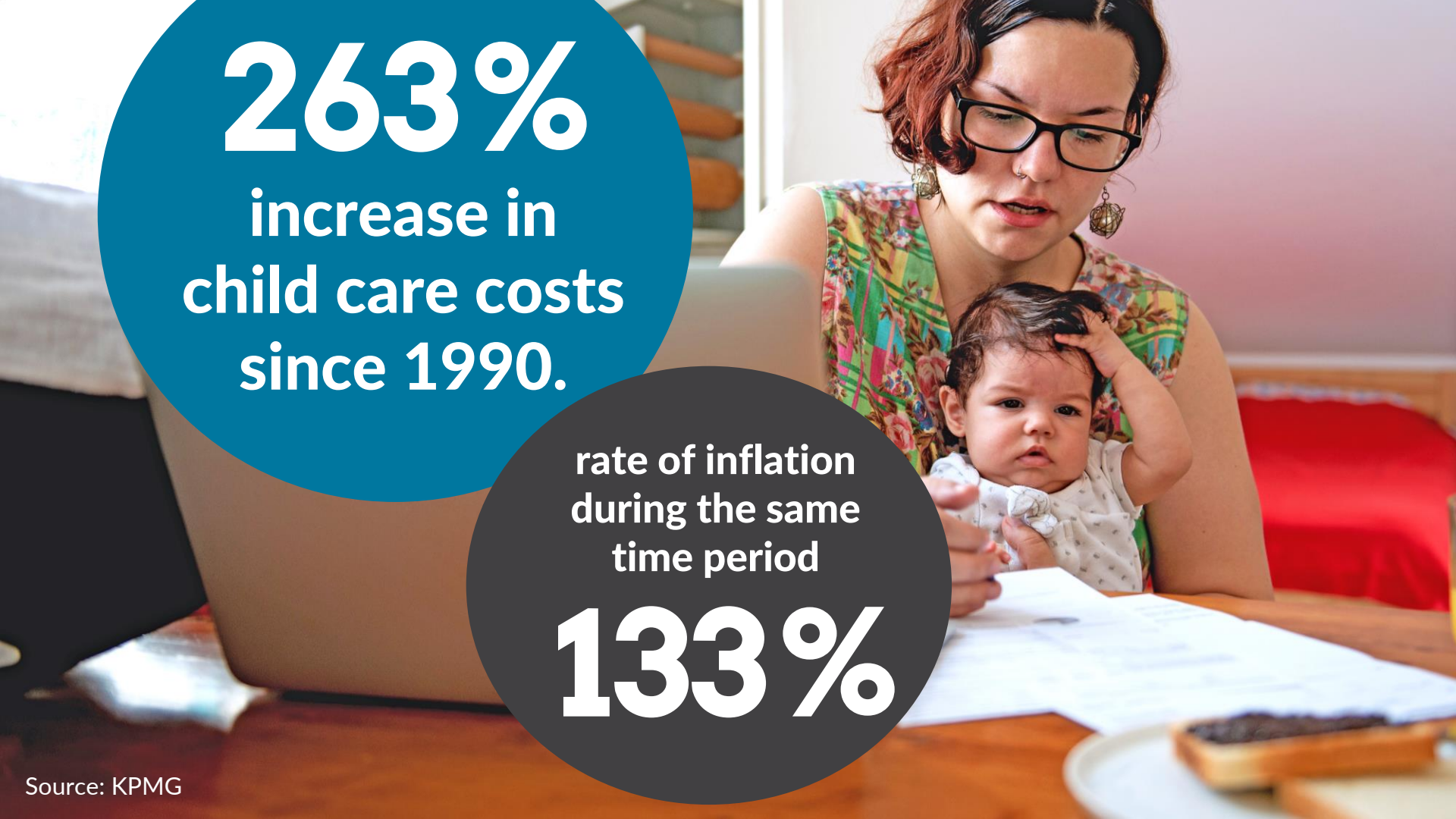
Source: Morning Consult

# 1 in 3

**working parents with children 5 and under would increase their work hours if reliable, affordable child care is available.**

Source: Morning Consult

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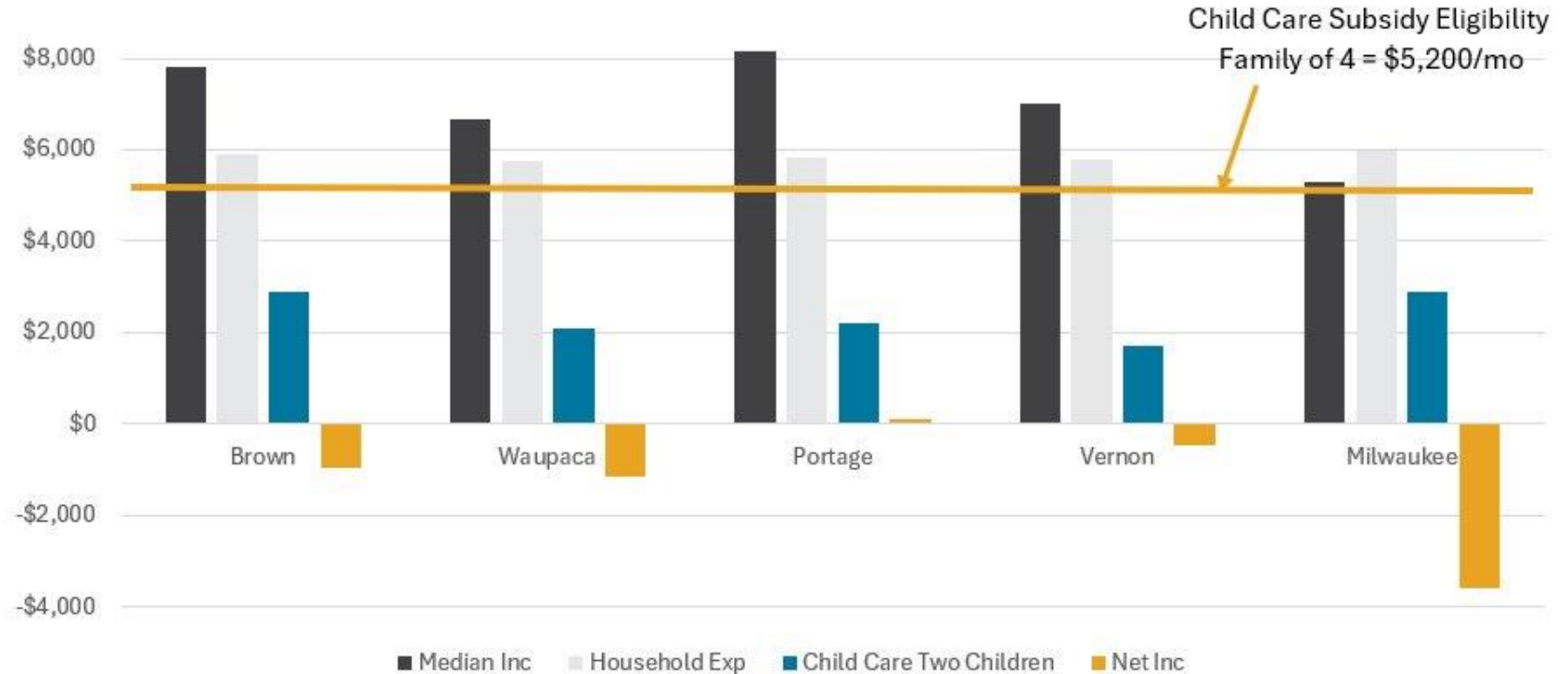
**263%**  
increase in  
child care costs  
since 1990.

rate of inflation  
during the same  
time period

**133%**

# Child Care Costs: Local Examples

## Monthly Household Income and Expense



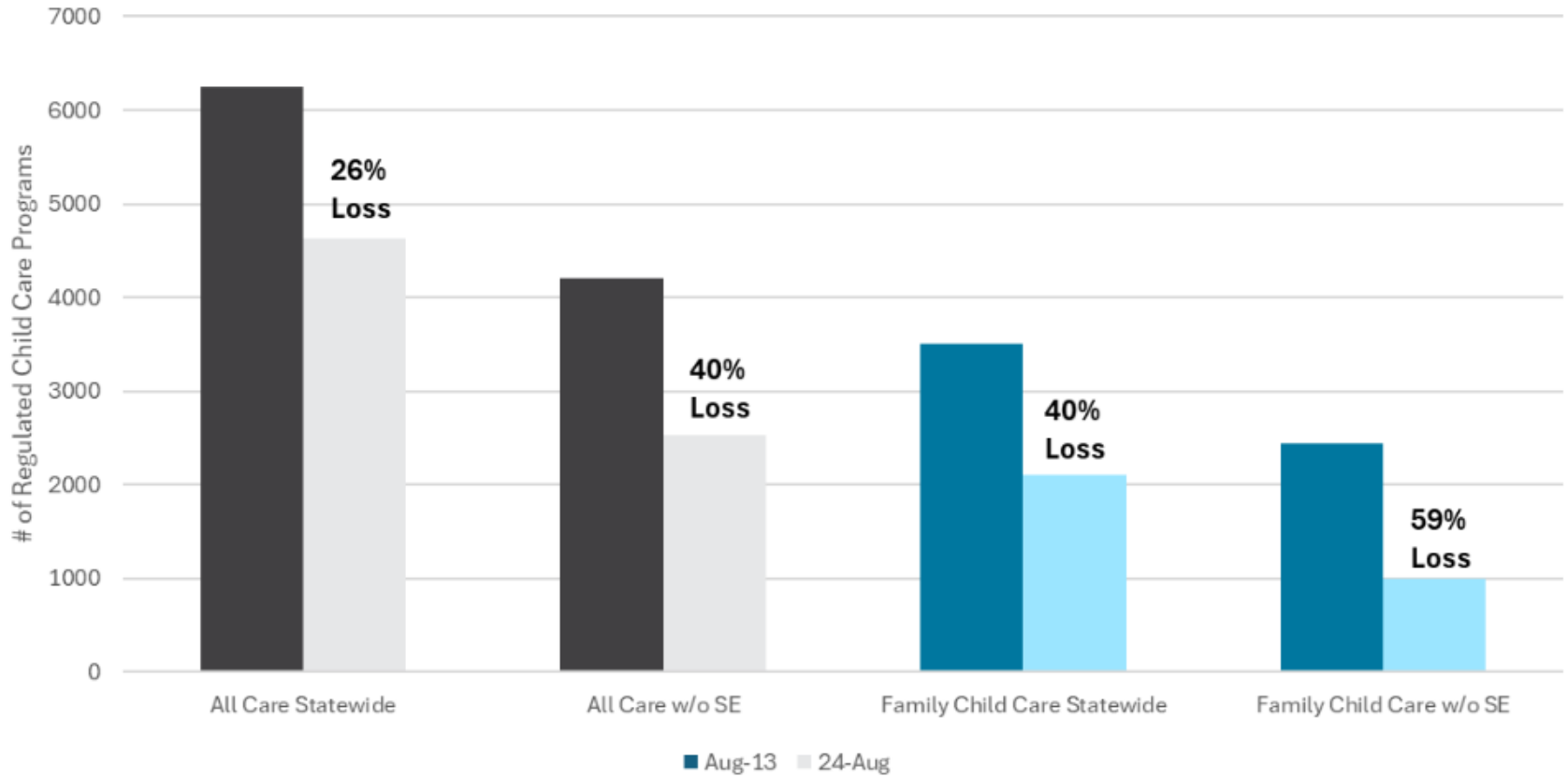
**\$1.9 BILLION**

**in annual loss of economic productivity due to Wisconsin's infant-toddler child care challenges.**

Source: Council for a Strong America

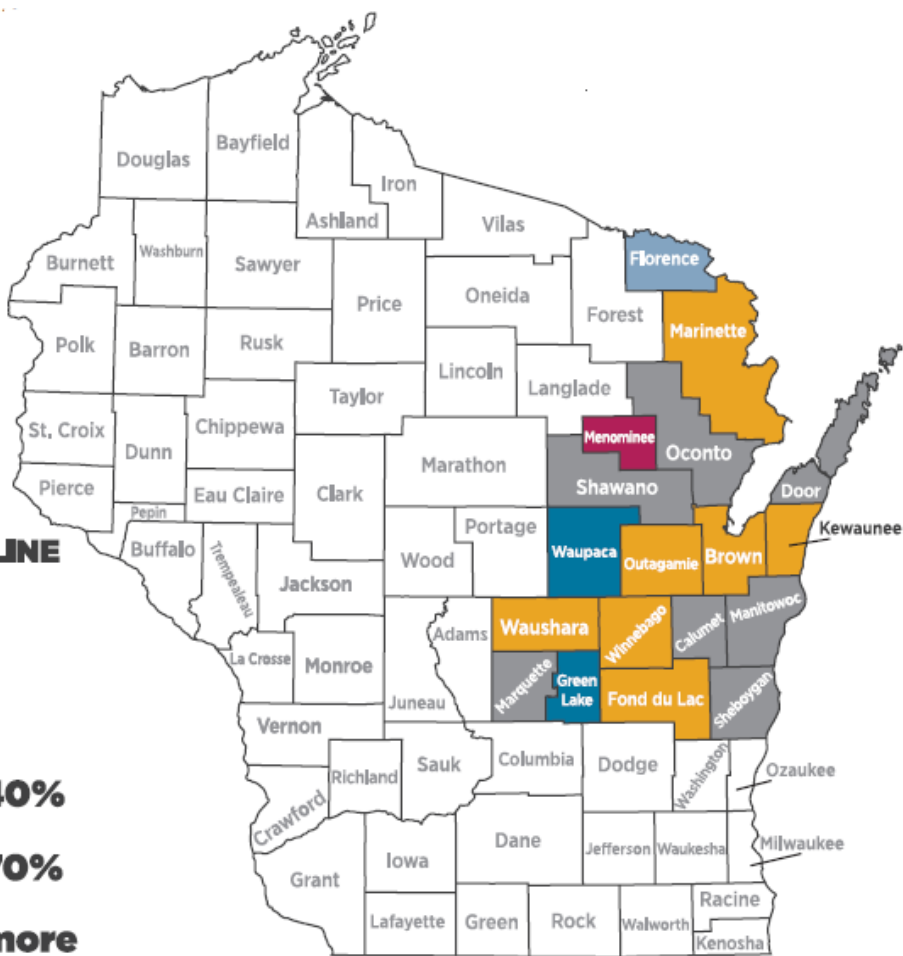
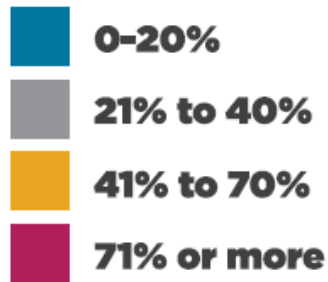
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## Statewide Loss of Regulated Care



# Regional Care Decline: 2013 to 2024

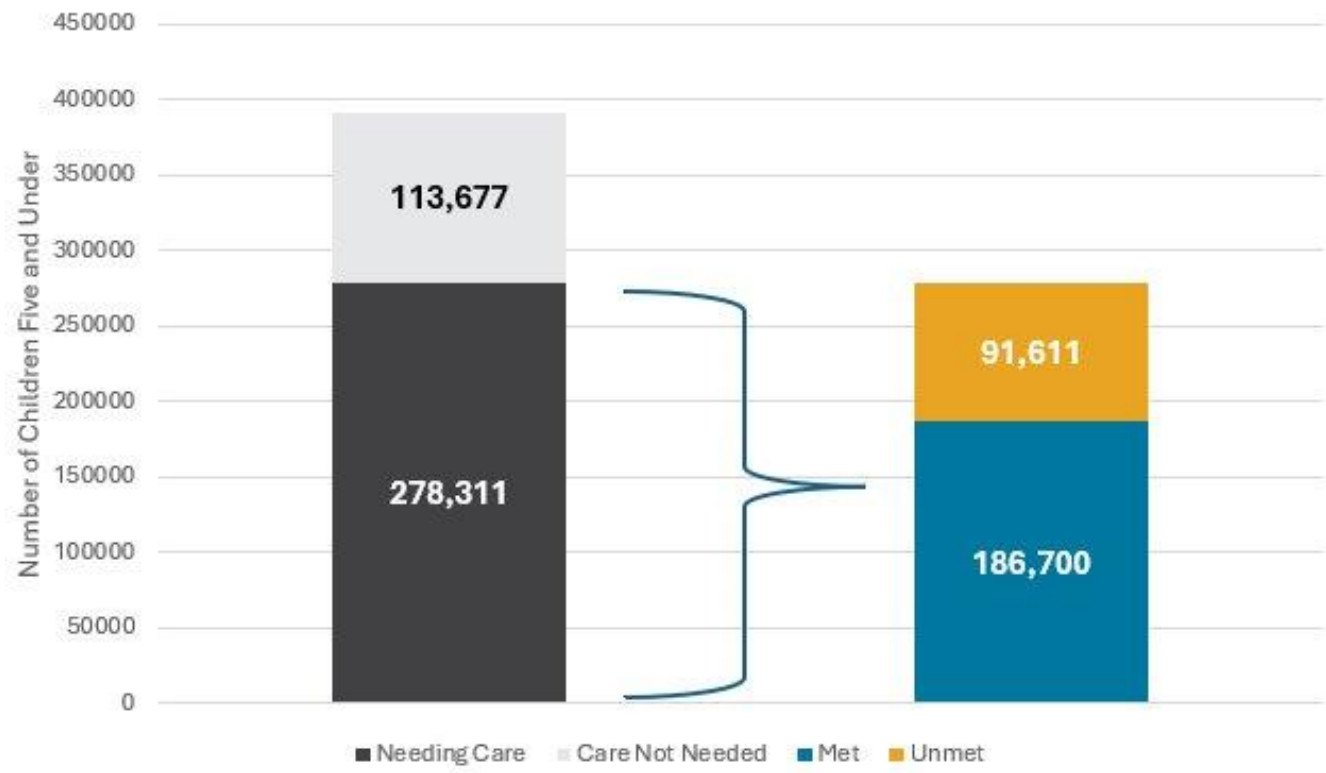
## PERCENT DECLINE IN REGULATED CHILD CARE PROGRAMS





# Supply Challenge

## Unmet Child Care Needs for Children Five and Under in Wisconsin



**“The free market works well in many different sectors, but child care is not one of them. It does not work for the caregivers. It does not work for the parents. It does not work for the kids. And because it does not work for them, it does not work for the country. Child care is a textbook example of a broken market.”**

**-Janet Yellen, U.S. Treasury Secretary**

# Child Care Providers: Low Wages, High Stress and Burnout

**83%**

have some  
form of higher  
education

yet earn only

**48%**

of average income  
of all WI workers

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A brightly lit child care room with colorful shelves, toys, and a table with chairs. The room is filled with various toys and furniture, including a blue and yellow shelving unit, a red and yellow shelving unit, a green and yellow shelving unit, and a green and yellow table with chairs. The floor is light wood. The background is a soft, faded image of the room.

# Leading to Turnover

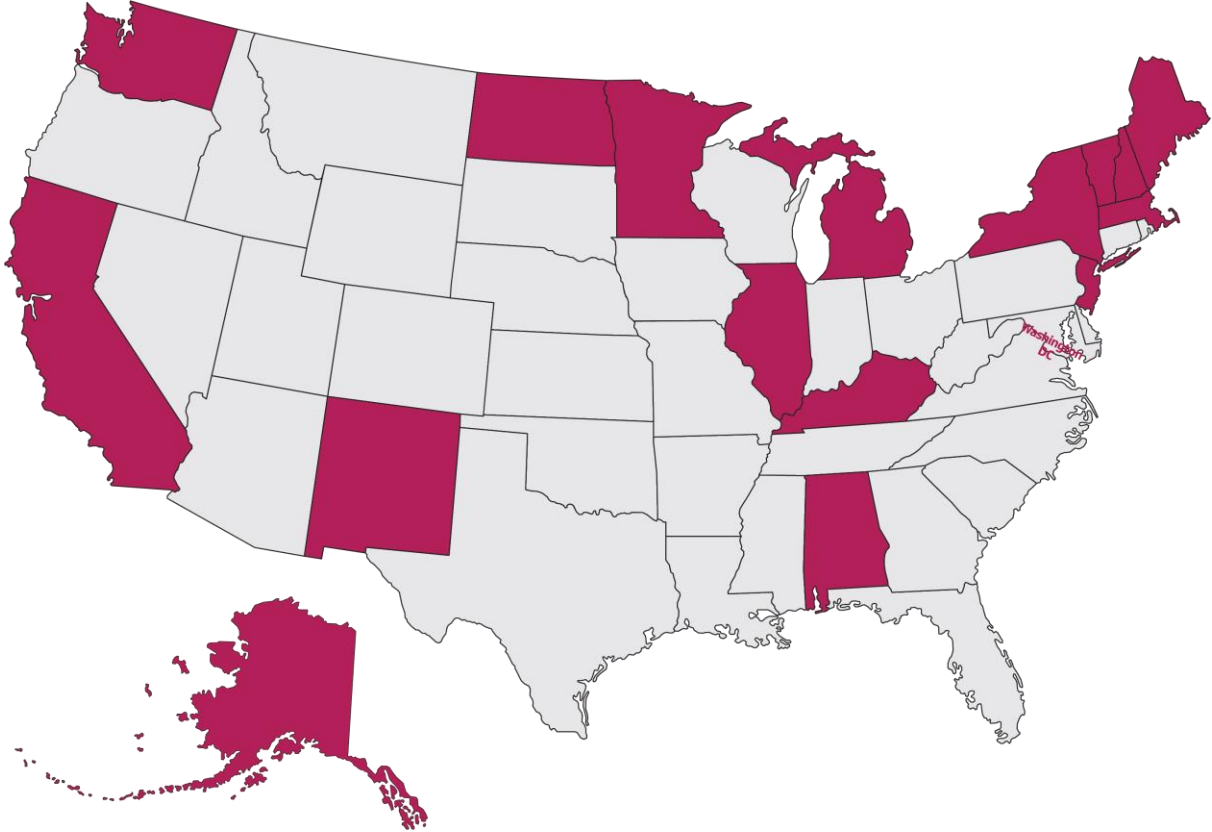
# 41%

of Wisconsin child care programs are understaffed



**'Broken  
Market':  
Increase in  
Revenue Is  
Needed**

# U.S. Progress: Child Care Investments



**Child Care  
Financing:  
The Vision**

**Parents**

**Employers**

**Government**

Thank you.



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RUTH SCHMIDT

Phone:

608-729-1042

Email:

[ruschmidt@wisconsinearlychildhood.org](mailto:ruschmidt@wisconsinearlychildhood.org)

