

Appendix: Methodology

Survey

On behalf of Capita, YouGov conducted two national surveys totaling 3,203 parents with children under age 12, including oversamples in North Carolina, Michigan, and New Jersey. Additional screening criteria were used to identify and survey 1,000 stay-at-home parents nationally, including oversamples in the selected states. The surveys were fielded from October 7 to November 6, 2025 and from October 31 to November 13, 2025. [The survey cross-tabs are available HERE](#).

Questionnaire:

[Basic demographic info, including party ID]

- Age (18-33, 34-38, 39-44, 45+)
- Gender (male, female)
- Race (black, white, hispanic, other)
- Education (HS or less, some college and 2-year degree, 4-year degree, post-grad degree)
- Region (northeast, midwest, south, west)
- Urbanicity (city, suburb, town, rural area, other)
- Party identification (Democrat, Republican, Independent)

Please indicate if you are a parent or guardian of children in any of the following age ranges (select all that apply):

- 0 to 12 years old
- 13 to 18 years old
- Over 18 years old
- I am not a parent or guardian

[RESPONDENT TERMINATES IF NOT A PARENT TO AT LEAST ONE CHILD YOUNGER THAN 12]

Introduction

You are being asked to take part in a research study. The purpose of the research study is to gain an understanding of parents' opinions on a variety of topics, including experiences with child care.

If you agree to be in this study, you will receive 250-500 points credited to your YouGov account in exchange for your participation, depending on your total survey time.
{end Introduction}

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[QUESTIONS FOR ALL]

In the long run, do you think the use of AI in the workplace will lead to ...

- a. More economic security for your family
- b. Less economic security for your family
- c. It won't make a difference to the economic security of my family.

What are the largest sources of stress in your life that, if addressed, would most significantly improve your life satisfaction? (Choose your top three)

- Housing availability/costs
- Personal health/health care costs
- Monthly income
- Caregiving responsibilities for dependent children, and related costs
- Caregiving responsibilities for dependent adults, and related costs
- Job quality
- Transportation
- Lack of time/predictability in your weekly schedule
- Crime / public safety
- Saving for retirement
- Loneliness/lack of social connections
- Lack of meaning/purpose in life
- Unfulfilled family formation (for instance, not being married or having the number of desired children)
- Other [stress_sources_other]{open}
- None of the above

Imagine that there was legislation designed to support parents with accessing non-parental childcare options (e.g., licensed childcare/daycare programs). Would you be more, less, or equally likely to support that legislation if it also included support for stay-at-home parents?

[RANDOMIZE]

- a. More likely
- b. Equally likely
- c. Less likely
- d. No opinion

[SCREENER QUESTION]

On a typical weekday between 9am and 5pm, how many hours do you spend as the primary daytime care provider for one or more children under the age of 12 living in your household? Please include primary daytime care provided in person, whether or not you are also employed in other work.

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- a. 8 hours or more
- b. 5 to less than 8 hours
- c. 2 to less than 5 hours
- d. 1 hour or less than 2 hours
- e. 0 to less than 1 hours

[RESPONDENT DEFINED AS STAY-AT-HOME PARENT IF THEY PROVIDE AT LEAST 5 HOURS OF PRIMARY DAYTIME CARE]

[RESPONDENT TERMINATES IF NOT 5-8 HOURS OT MORE; ONLY STAY-AT-HOME PARENTS FROM HERE]

Do you consider yourself a stay-at-home parent?

- a. Yes
- b. No

How many hours of paid work do you currently do per week, on average?

- a. 0 hours a week
- b. 1-5 hours a week
- c. 6-10 hours a week
- d. 11-20 hours a week
- e. 21-30 hours a week
- f. 31-40+ hours a week

Would you want to begin doing paid work, or do more hours of paid work, if you had access to more affordable non-parental child care options?

- a. Yes
- b. No

[IF "NO," SKIP TO NEXT QUESTION]

[IF "YES"]

How many more hours of paid work would you want to do if you had access to more affordable non-parental child care options?

- a. Add 1-5 hours a week
- b. Add 6-10 hours a week
- c. Add 11-20 hours a week
- d. Add 21-30 hours a week
- e. Add 31-40+ hours a week

What is the highest monthly per-child cost that you would describe as "affordable" child care for your family, meaning it would still allow you to meet your ideal number of work hours?

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- a. <\$100 a month
- b. \$101-\$300 a month
- c. \$301-\$500 a month
- d. \$501-\$1,000 a month
- e. \$1,001-\$2,000 a month

Assuming all the options met your definition of “affordable,” what type of non-parental child care would you most prefer to utilize?

- a. A family member, friend, or neighbor providing care
- b. A licensed child care home (that is, someone who runs a business providing care for unrelated children in their home)
- c. A licensed child care (daycare) center [affordable_type:daycaretype]{popup}
Would you prefer a
[If chosen]
 - a. A religiously-based center (that is, affiliated with a house of worship like a church, synagogue, or mosque)
 - b. Standalone secular center
- d. After-school enrichment programs
- e. Other (please specify)

What are the top two reasons you would want to begin paid work, or increase paid work hours?

- Bringing in more income to help the family meet <u>basic needs</u> (for instance: food, housing, clothing, health care)
- Personal fulfillment
- To build up retirement savings
- Access to health insurance
- Opportunity to socialize with other adults
- Bringing in more income to help the family meet <u>discretionary needs</u> (for instance: buying items for children’s extracurricular activities, going on vacation)
- Other (please specify)
- None of the above

To what extent do you agree with the following statement? “I enjoy being a stay-at-home parent and would like to continue in that role, but feel financial pressure to find ways to earn income.”

[RANDOMIZE]

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree

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- d. Somewhat disagree
- e. Strongly disagree

To what extent do you agree with the following statement? "I would prefer to have a paid job, but a lack of affordable and available child care options means being a stay-at-home parent is what makes the most sense for my family."

[RANDOMIZE]

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

Imagine there is a Congressional candidate who promotes policies supporting stay-at-home parents alongside support for non-parental child care options (such as licensed child care / daycare programs) Would you be more, less, or equally likely to vote for such a candidate?

[RANDOMIZE]

- a. More likely
- b. Equally likely
- c. Less likely
- d. No opinion

Thank you for your participation. If you have any additional thoughts you would like to share with the researchers, please write them here.

Parent Roundtables

We held 6 parent roundtables between June and September 2025, as well as a series of interviews:

- Military families: Conducted virtually on June 16, 2025
- Stay-at-home fathers: Conducted virtually on July 21, 2025
- Rural families: Conducted in person on August 6 and 7, 2025
- Stay-at-home mothers: Conducted virtually on August 21, 2025
- Parents of medically complex children: Interviews conducted virtually throughout 2025

In addition, our analyses from these structured conversations are bolstered by ongoing informal conversations with parents across the country. Note that parent roundtables and interviews are, by their nature, qualitative rather than quantitative data.