

THE LACK OF AFFORDABLE AND ACCESSIBLE CHILDCARE IS HURTING BUSINESSES AND THE ECONOMY

**\$4.2 to \$6.4
billion**

is the estimated long-term economic impact of Wisconsin's childcare crisis.¹



75%

of Wisconsin employers say that the state economy is impacted by a parent's ability to find affordable, high-quality childcare.¹

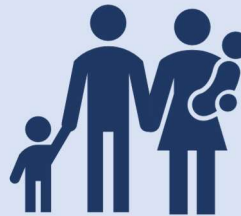
FAMILIES CANNOT AFFORD THE TRUE COST OF CARE, DRIVING DOWN REVENUE FOR PROVIDERS



Wisconsin families with **ONE** infant are spending

20%

of their annual income on childcare.¹

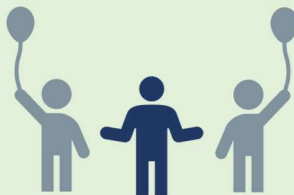


The typical family with an infant and a four-year-old are spending

33%

of their annual income on childcare.¹

There are more than **THREE** children under age 5 for every **ONE** licensed childcare slot.¹



of Wisconsin residents live in childcare deserts.

In rural Wisconsin, this number is nearly **80%**.¹

80%

of Wisconsin's early childhood educators have some form of higher education.¹



\$11 to \$13

an hour is the average wage of an early childhood educator.¹



Licensed Family Provider	Average Recommended Salary	\$37,728
	Average Current Salary ²	\$24,272

Licensed Group Center	Average Recommended Salary	\$44,582
	Average Current Salary ²	\$29,387

■ Average Recommended Salary

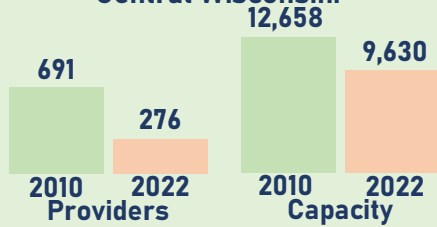
■ Average Current Salary²

¹<https://www.raisingwisconsin.org/economic-impact/>

²<https://dcf.wisconsin.gov/files/wishares/ccdbg/2022-ccmarket-survey-results-report.pdf>

CHILD CARE PROVIDERS ARE STRUGGLING TO MEET DEMAND, AS THEIR WORKFORCE IS UNDERPAID

Since 2010, the number of providers has decreased **60%** and capacity has decreased **24%** in **Central Wisconsin**.³



In 2022, in the 14-county North Wisconsin area, **77%** of providers reported higher rates of staff turnover or shortages.

25% of licensed capacity is unutilized in West-Central Wisconsin due to lack of staff and closed classrooms.⁴

In rural Northern Wisconsin:

77% of providers have a waiting list

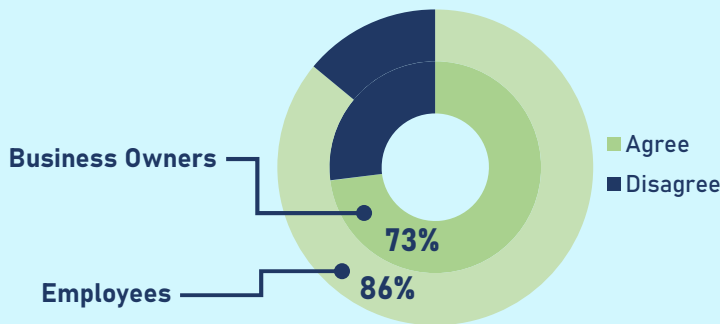
18% of providers are facing closure due to low staffing⁵

15% of licensed capacity is unutilized

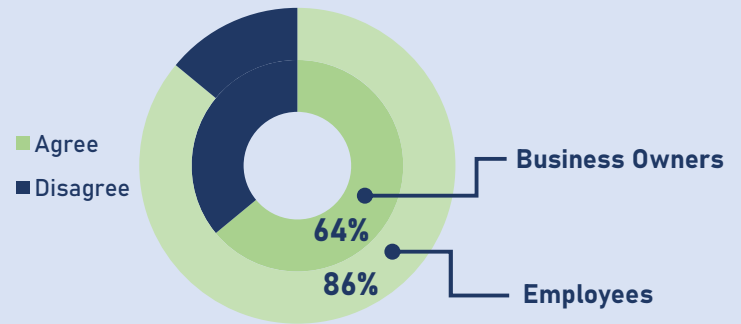
CHILD CARE IS A BUSINESS ISSUE

Approximately **4 out of 5** Wisconsin employers say the state economy is impacted by parent's access to affordable, high-quality childcare.

Without access to affordable childcare, Wisconsin businesses will face workforce/labor shortages now and in the future.⁶



It's important for Wisconsin businesses to support childcare for their employees.⁶



74%

of parents have missed work due to lack of childcare, according to a 2020 survey of Dodge and Jefferson County.⁸

65%

of employers believe providing employees with childcare resources is a strategy that should be considered to address labor shortages.⁶

22%

of Eau Claire and Chippewa County employers had an employee leave their job due to a lack of childcare, according to a 2022 survey.⁷

THE WISCONSIN ECONOMIC DEVELOPMENT INSTITUTE

OUR MISSION

The Wisconsin Economic Development Institute, Inc. (WEDI) is a non-profit, non-partisan foundation established under the Wisconsin Economic Development Association (WEDA) to conduct research and education designed to increase the effectiveness of economic development efforts.

OUR VISION

A higher quality of life and increased access to wealth and opportunity for Wisconsin citizens through economic development.

³<https://childcaring.org/>

⁴<https://www.childcarepartnership.org/tools-data/documents/child-care-capacity-survey-results-w-summary-11-2022.pdf>

⁵<https://www.wisconsinchild.org/>

⁶<https://dcf.wisconsin.gov/files/childcare/pdf/pgd/wi-employer-2021-research-snapshot.pdf>

⁷<https://www.uwgcw.org/>

⁸<https://watertownhealthfoundation.com/index.html>