



Economic Ripple Effect

The Business Case for Child Care

Affordable, accessible child care provides vital support for working families, employers, and our state and national economies. Wisconsin's child care crisis continues to challenge the economic health of our communities, business productivity, and the sustainability of our current and future workforce.



Child care challenges create less-dependable employees.

Some reduce their hours, and others drop out of the workforce. Even pre-pandemic, 86% of young children's caregivers said child care issues hurt their efforts or time commitment at work.



Business owners know child care influences productivity.

More than 75% of surveyed Wisconsin business owners believe the economy is impacted by lack of affordable, accessible, high-quality child care.



Working mothers impact the state economy.

About one-third of all employed women in the U.S. are working mothers. Wisconsin also has a notably higher rate of working mothers (68%) than the national average (62%).



Wisconsin employers are struggling to find workers.

The state is losing employees in their prime working years of 25 to 54 years old. This makes sustaining the workforce even more urgent for the state's economic health, especially in light of stagnant population growth.



Addressing child care would foster workforce growth.

Prioritizing child care needs would enable approximately 250,000 people to enter the workforce, which also would allow businesses to attract and retain more quality, reliable employees.



The overall economic ramifications are staggering.

The estimated annual impact of infant-toddler child care challenges is \$1.1 billion in Wisconsin and \$57 billion in the U.S.



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Sources: Council for a Strong America; Wisconsin Employer Perceptions of Early Care and Education Study; ZERO TO THREE; Wisconsin Department of Administration; Federal Reserve Economic Data (FRED); United States Census Bureau; Heckman: The Economics of Human Potential.