



Family Child Care Provider Survey Results

Corporate Edition
12/1/2010

This is a paper disclosing the results of our family child care provider survey in an effort to begin a discussion in our child care community.

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Family Child Care Provider Survey

What was the response rate?

In an effort to better understand and service our current and potential users' needs we launched a survey in June of 2010 to approximately 50,000 family child care providers. To date we have had 16,420 respondents and a 92% survey completion rate. The sheer magnitude of the response rate speaks to the desire of the providers for additional assistance with their child care.

What was the survey for?

The survey was titled "Providers--Help Us Help You!" The survey purpose was two-pronged. We wanted to know if we could help providers by providing them coupons for the food they need to purchase for the food program and if they would find a "resource" page useful. This white paper will focus on the resource page results and some of the demographic information of the respondents who answered our survey.

There was an option for open ended answers with most questions which proved to be extremely useful to garner more in depth knowledge of what was needed. There is no exact data/percentages/numbers for the data mined in the open ended answers.

Why is Minute Menu Releasing these results?

Minute Menu believes that it is important to partner with the many organizations and individuals that have a myriad of goals and expertise regarding excellence in child care. We want to share our new-found-knowledge so you can supplement your expertise with it.

We have launched the beta of our new resource site for the child care community in its ENTIRETY, not only for providers, not only for sponsors, not only for parents and not only for centers but for the entire child care community.

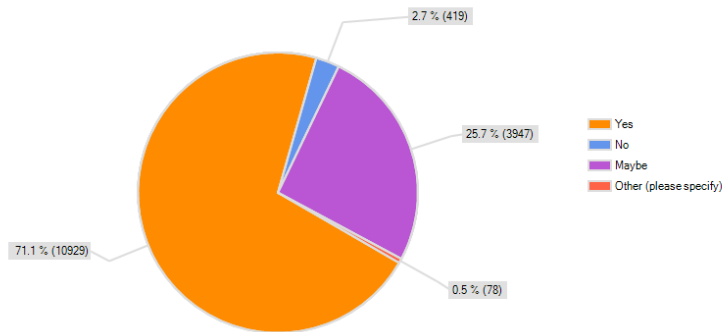
One of the most interesting findings during the ChildCareInfo.com project has been finding all of the wonderful projects and resources that already exist for providers! More interesting than that is that the target audience of these great resources can't seem to locate them. ChildCareInfo.com, a part of the Minute Menu Community, wants to help providers find the resources that already exist and add to the discourse.

Another interesting fact is that the family child care providers are thirsty to tell us what they are looking for. More than five thousand providers have volunteered to be a part of the development to ChildCareInfo.com.

Obvious Take-Away...Providers Searching for Assistance

- 71% Would Find a Resource Site Useful
- 25% think indicated that they might find one useful.
- More than 900 respondents gave examples of what they would like to see.

Would you find a provider resource page useful? Examples of what could be included: links to valuable resources or a general marketplace for all child care needs. We are all ears.

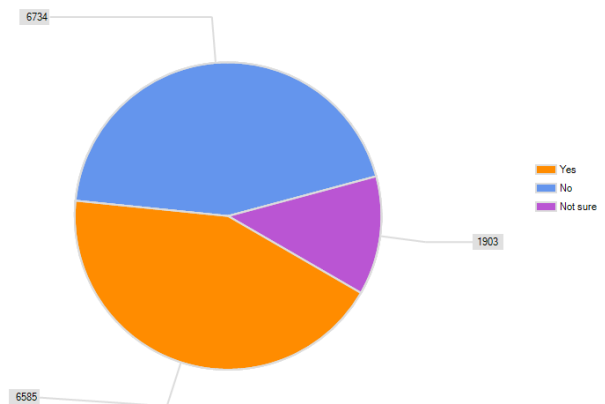


Do The Providers that Responded know about and use National and Local Associations or Organizations?

Providers that indicated they were a part of Associations or other support organizations (including CACFP sponsors) were split almost 50/50 with about 12% not knowing what the question meant. Of the people that do about 80% either use the resources or use them every now and then.

Based on the statistics from this survey, we guesstimate that there are a generous amount of child care providers that are not aware of the support networks and resources that exist for them.

Do you belong to any associations or organizations in regard to the food program or child care?



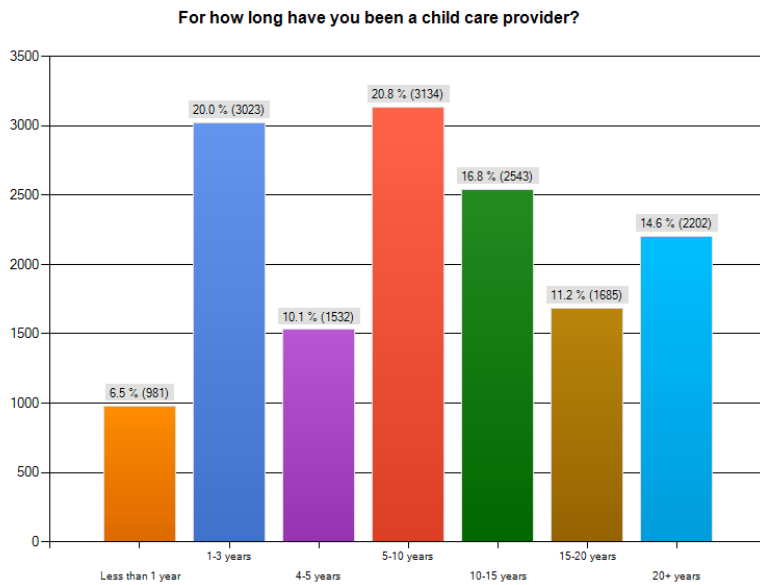
Who Responded? The Demographics

The majority of the providers that responded are food program participants and use Minute Menu software. However, many providers passed the survey on to their friends, about 2,000 of the respondents do not use Minute Menu software.

Where are the Providers from?

We have at least one representative from each of the 50 states in the United States. The most heavily represented are:

- California
- Minnesota
- Texas



Length of Time as Provider

36.6%, 5 years and under
 48.8%, 5-20 years
 14.6%, 20 plus years

Graph shows from left to right broken down as: less than 1 year, 1-3 years, 4-5 years, 5-10 years, 10-15 years, 15-20 years, 20+ years

Age Groups

Age	Percent Response	Response Count
18-35	21.1%	3187
35-49	49.0%	7397
50-65	28.1%	4241
65+	1.7%	260

Open-Ended Findings

Here are some of the things we found out from providers providing their open-ended answers.

1. A desire for a live community between providers;
2. A desire to learn easily of upcoming events in their area;
3. A desire for more learning opportunities, online and in-person;

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4. A desire to find out about grants and other opportunities for funding;
5. A desire for a support system;
6. A desire to learn about computers;
7. A love for the Child and Adult Care Food Program;
8. A thankful attitude toward Sponsors and Associations (those of the providers that use their resources);
9. A frustration with the Child and Adult Care Food Program;
10. A desire to find information relevant to child care, food for children, activities and more but no time to look for them;
11. A desire to know more about legislation;
12. A desire to be alerted of food, toy and equipment recalls;
13. A desire to have classifieds for child care providers and equipment only;
14. A desire for more direct access to business resources, i.e. human resources, contracts, web development, marketing and more.
15. Discounted day care items and more marketplace help
16. USDA and other websites are hard to navigate and find relevant information

In Closing

Minute Menu discovered a lot about the needs and desires of family child care providers. ChildCareInfo.com is meant to bridge the gap of communication between organizations and individuals, sharing information and wisdom to help make child care great! With the release of these survey results we are leading by example! What do you want to contribute? Contact us at childcareinfo@minutemenu.com!