

An exploration of parental preferences for child care services in Canada ^[1]

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This article explores parental preferences for child care service providers according to parents' high/low-income status. Results suggest that parents' choices are influenced by staff, facilities, fees, programs, and convenience. The preferences of low-income parents differed from those of high-income parents, particularly regarding price and convenience. Interestingly, this research found that regardless of government assisted programs, parental preferences based on income status still exist.

ABSTRACT

This article explores parental preferences for child care service providers according to parents' high/low-income status. While government child care assistance programs are intended to support low-income parents, parents are challenged to find desirable service options. Multisource pilot research suggested distinct attributes and levels of parents' preferences: staff, facilities, fees, programs, and convenience. Data were collected from 152 parents using 13 child care facilities in Canada, and were analyzed using conjoint analysis. Results suggest that consumer preferences can be explained by these attributes, and that the preferences of low-income parents differed from those of high-income parents, particularly regarding price and convenience.

Related link:

Region: New Brunswick ^[3]

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