



Trends in Babysitting, 2010

Conducted by SittingAround.com



Overview

Paid childcare comprises a quickly growing portion of the costs associated with childrearing. According to the USDA's Expenditures on Children by Families 2009, childcare and education comprised 2% of the total costs to raise a child born in 1960. By 2009, childcare and education had swelled to 17% of the overall expenditure.

The aim of this study was to examine how families consume childcare, specifically paid and unpaid babysitting, and to develop an attitudinal baseline that could be tracked over time. What we found is that while many parents consume paid babysitting (most commonly from a non-familial teenager), they are less pleased with the quality of care they receive from paid sitters than they are from unpaid sitters (most commonly a relative or non-familial friend).

Babysitting cooperatives offer an alternative to paid sitters, but only a quarter of respondents (24%) were familiar with this concept. However, when the concept of a babysitting cooperative was explained, two-thirds (68%) said they would like to trade sitting with other trusted adults. This signifies an education gap and an opportunity to restructure the way in which Americans think about and consume childcare.

Methods

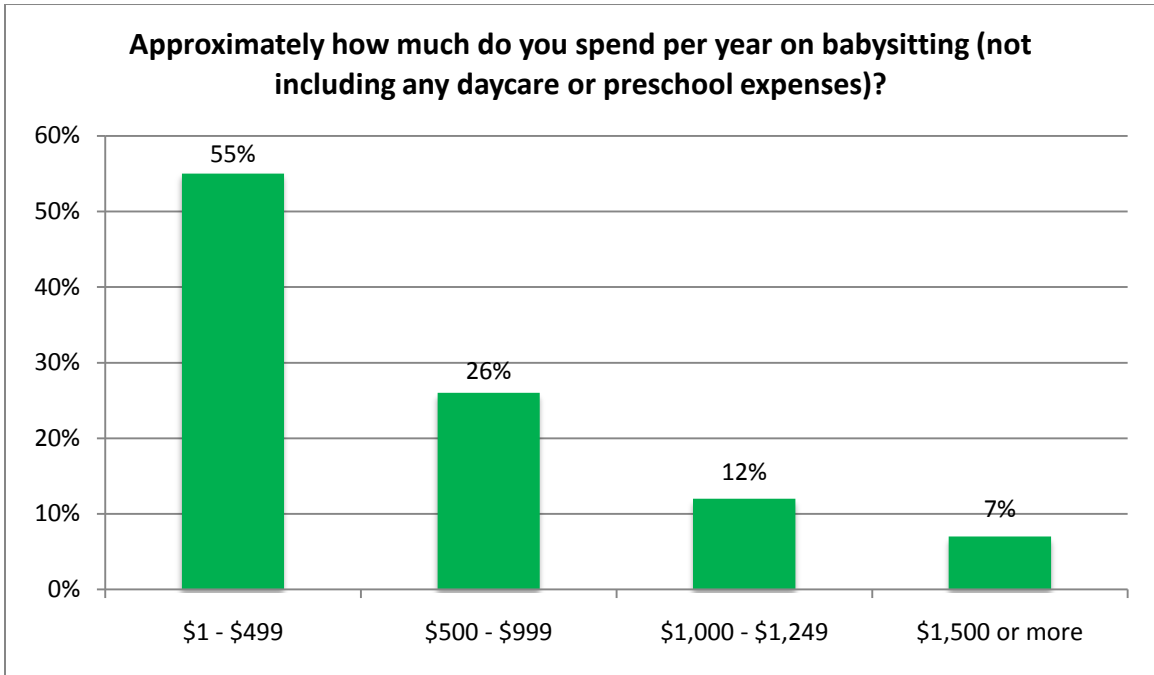
SittingAround conducted this survey of 94 parents from August 2010 through October 2010. The survey was designed and conducted by SittingAround utilizing a Survey Monkey tool. All respondents had one or more children under the age of 18 living in the home.

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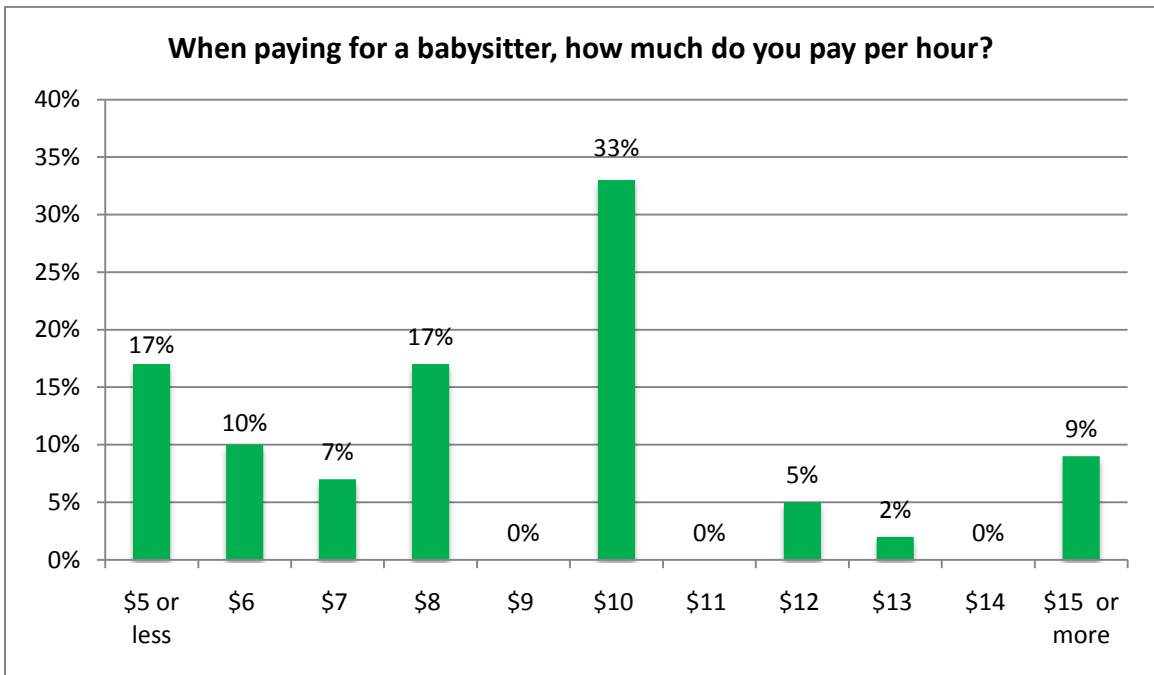
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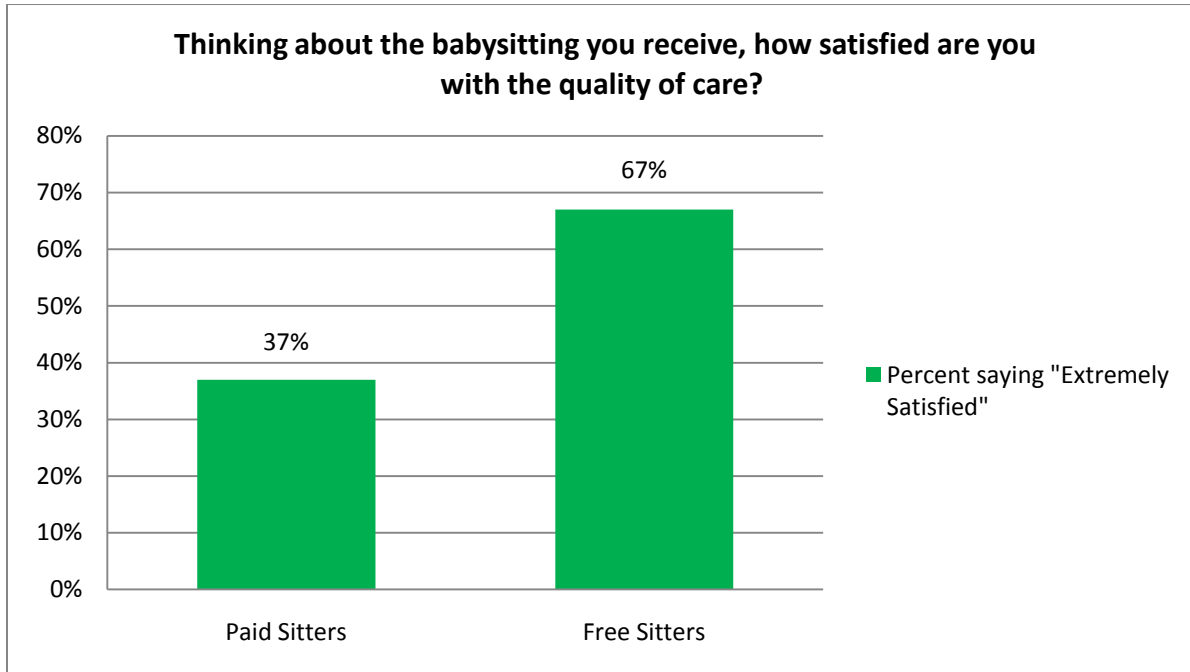
Babysitting is expensive. The average family who consumes paid babysitting spends \$462 on it each year. Additionally, 19% of parents report spending over \$1,000 on paid babysitting annually.



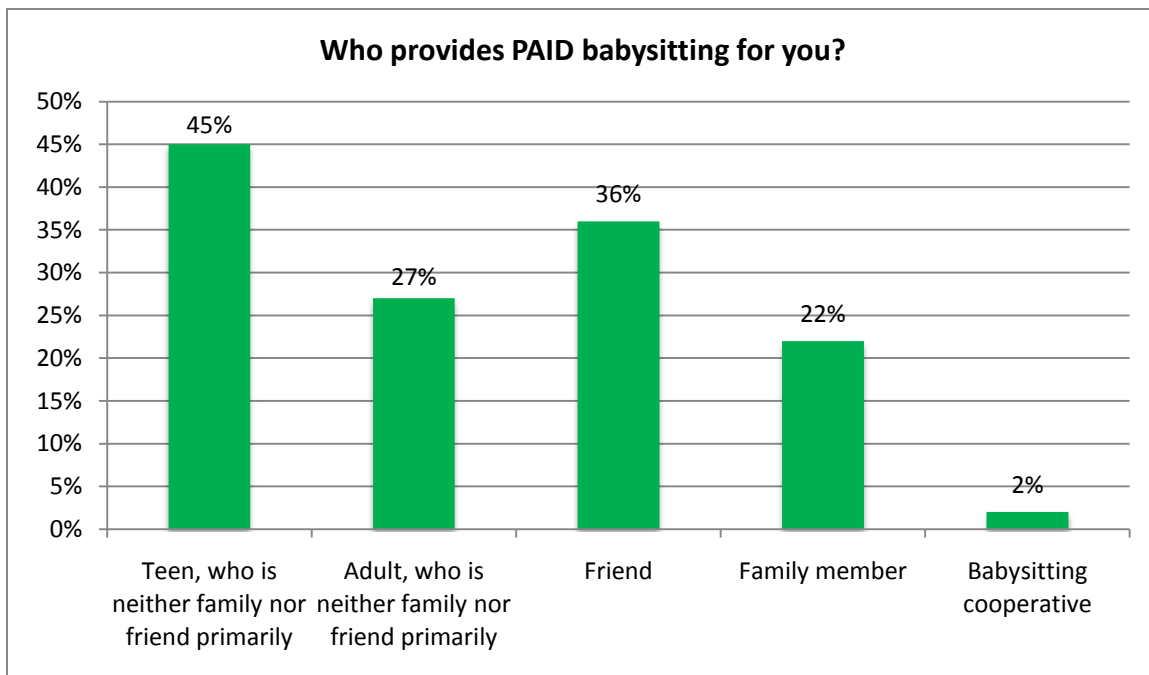
Hourly rates for paid babysitters vary greatly depending on location, and range from \$4 all the way up to \$20 per hour. The most commonly paid rate is \$10 per hour.



While the majority of parents are satisfied with the quality of care they receive from sitters, they are nearly twice as satisfied with the quality of free sitters (67%) as they are with the quality of paid sitters (37%).



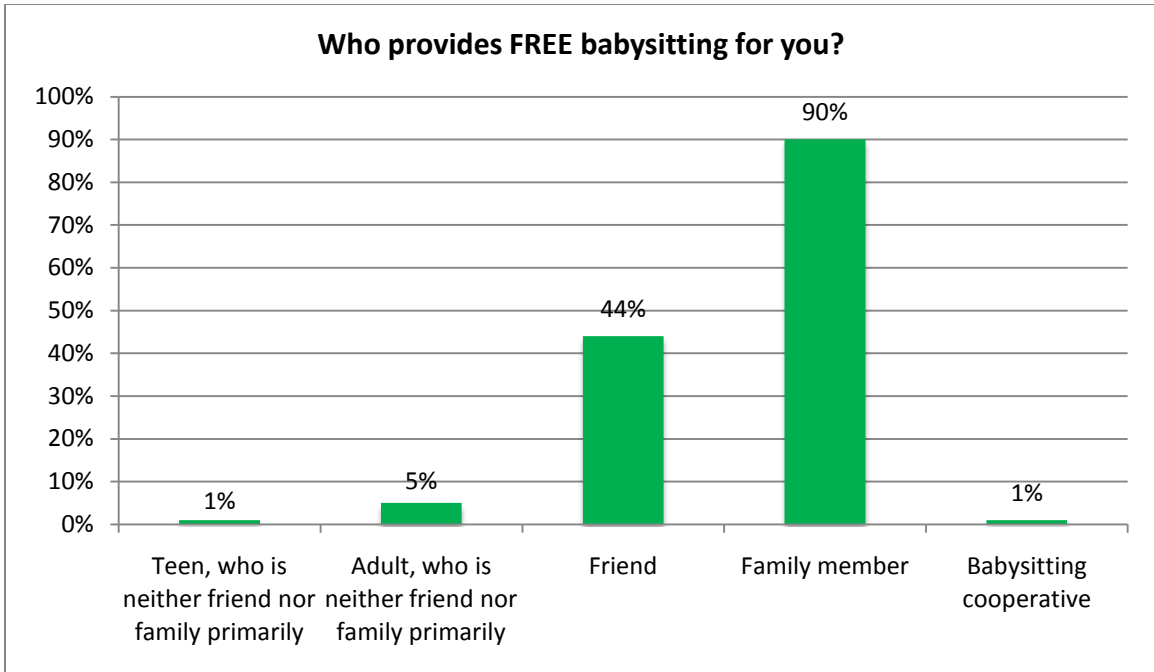
The primary source of paid babysitters for almost half of parents is non-familial teenagers (45%). Following teens are adult friends (36%) and non-familial, non-friend adults (27%).



Among parents who consume paid babysitting; multiple responses allowed

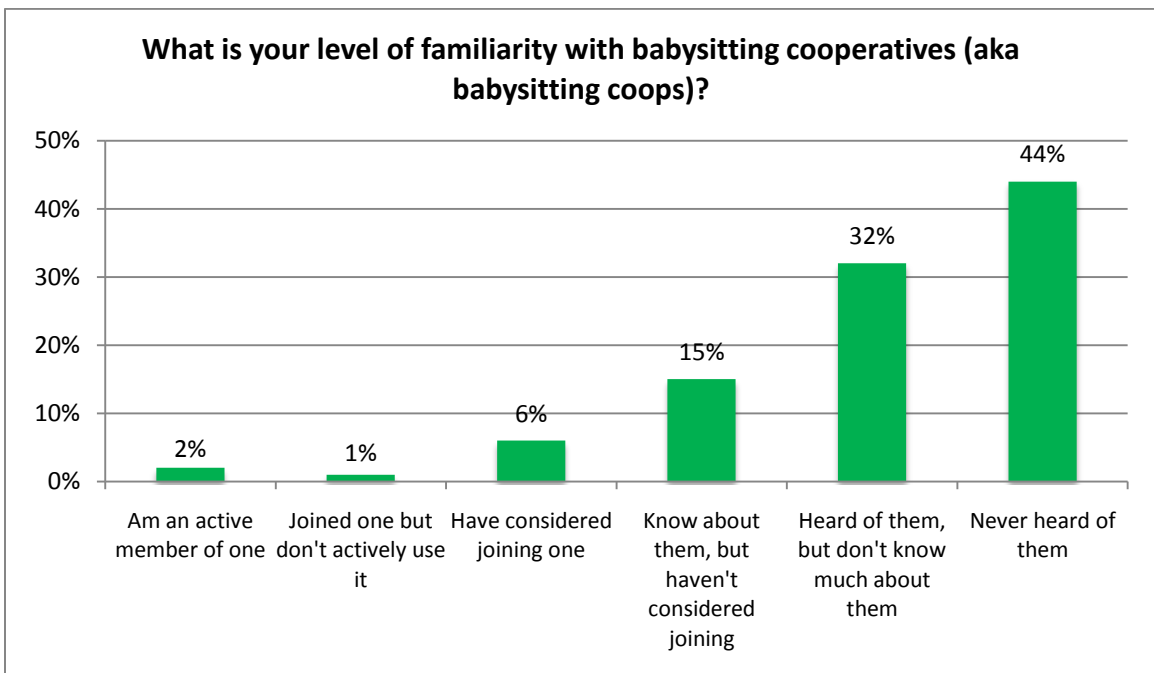


The vast majority of parents currently utilize family members for free babysitters (90%), followed by friends (44%).



Among parents who consume free babysitting; multiple responses allowed

Overall familiarity with babysitting coops is low. Over three-quarters of parents (76%) were not familiar with babysitting coops. Additionally, almost half of parents (44%) had never heard of babysitting coops at all.



While parents are not familiar with babysitting coops, the model is very appealing to them. When the concept of coops is explained to parents, over two-thirds (68%) say they would trade babysitting with other families if they could.

