

Toddlers of Philly Survey (TOPS)



Two-year-old's participation in childcare

Key Findings

Most caregivers of two-year-olds use childcare but care may not be easily available or affordable. When looking for childcare, caregivers want safety, cleanliness, convenient hours, and competent staff.

Burden of childcare for caregivers of two-year-olds



Nearly **1 in 4** have had to quit their job/school/training

Some caregivers have had to quit their job, school, or training activity due to trouble arranging childcare

67% of caregivers utilized some form of childcare, at least once a week, in the last month

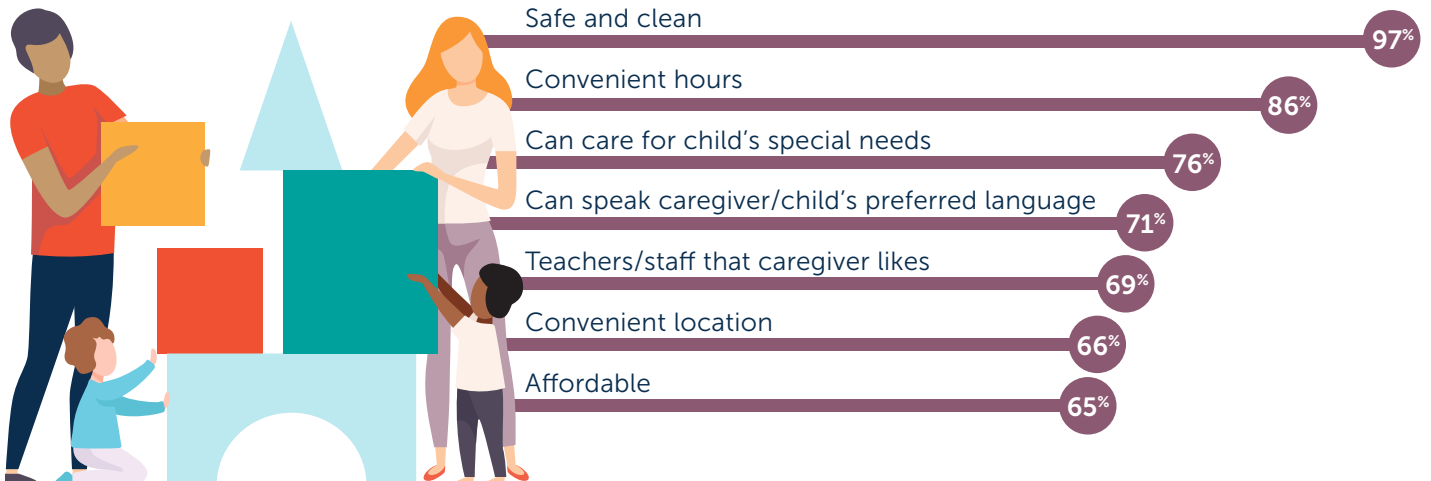
75% of caregivers who regularly use childcare pay at least some of the cost out of pocket

- On average, these caregivers spend **\$1,143** on their two-year-old's childcare each month
- Most caregivers spend a **quarter or more** of their total monthly income on their two-year-old's childcare



What is most important to caregivers of two-year-olds when looking for childcare?

Childcare provider characteristics that caregivers say they 'must have'




Supporting two-year-old's learning and development at home

Key Findings

Caregivers of two-year-olds are building oral language skills with their children in many ways. This includes having conversations, singing songs, reciting rhymes or poems, and counting.

Caregivers of two-year-olds are supporting children's early math understanding

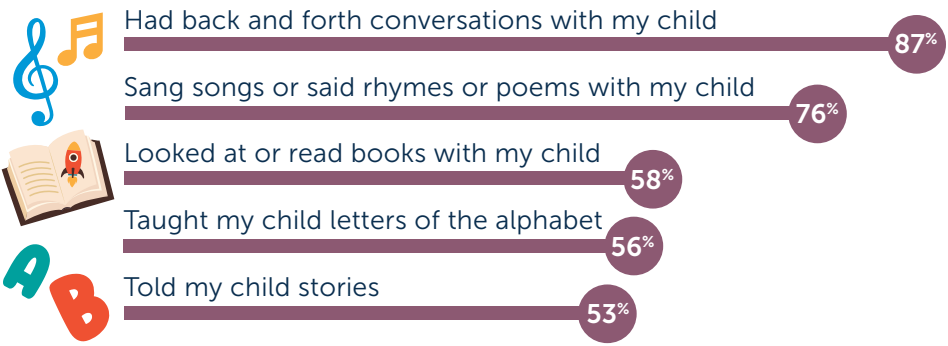
73% of caregivers counted different things with their child (like toys, steps, or things outside) 5-7 days per week.



70% of caregivers of two-year-olds would like more information on the things they can do with their child at home to help them learn.




Activities that caregivers of two-year-olds are doing with their toddlers 5-7 days a week



Where do caregivers of two-year-olds go for parenting ideas?

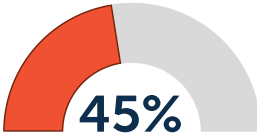
49% of caregivers said that they go to social media (for example, Facebook parenting groups).



However, only 10% of caregivers said that they trust parents or caregivers on social media "very much."



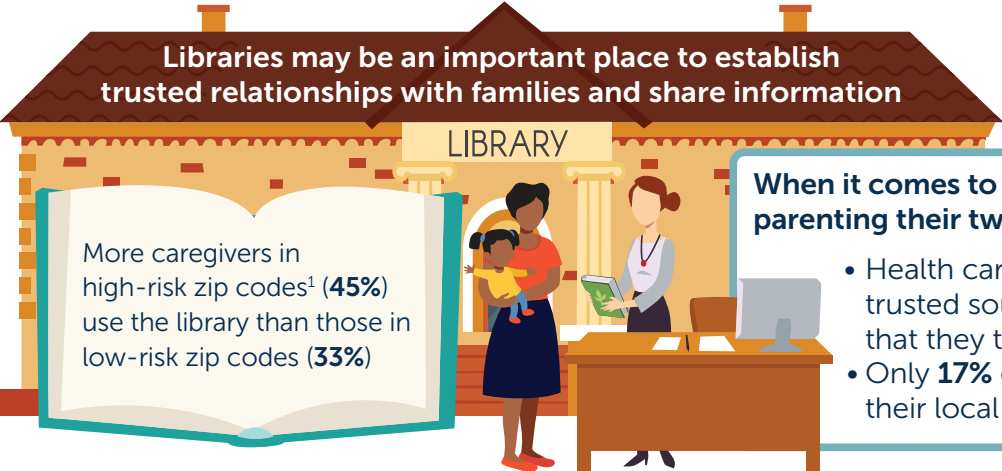
Almost half of caregivers point to and name new things with their two-year-olds more than 5 times a day



Libraries may be an important place to establish trusted relationships with families and share information

LIBRARY

More caregivers in high-risk zip codes¹ (45%) use the library than those in low-risk zip codes (33%)



When it comes to getting ideas for parenting their two-year-olds:

- Health care professionals are the most trusted source, with 72% of caregivers saying that they trust them "very much"
- Only 17% of caregivers said that they trusted their local library or librarian "very much"



¹ High-risk zip codes refer to zip codes where a greater percentage of children experienced two or more early childhood risks. These risks include: (1) preterm/low birth weight, 2) homelessness, 3) inadequate prenatal care, 4) teen mother, 5) low maternal education, 6) lead exposure, and 8) child maltreatment.

What is TOPS?

TOPS included 444 caregivers of two-year-old children in Philadelphia. Caregivers that participated were randomly selected and represent the city's population. The survey was conducted in fall 2023 by Mathematica in partnership with the Philadelphia Department of Public Health, Division of Maternal, Child, and Family Health (PDPH MCFH) and funded by the William Penn Foundation.