



# The Education Team

*Your Placement Solution*

## **TAMPA BAY EARLY CHILDHOOD EDUCATION ECONOMIC DOWNTURN SURVEY**

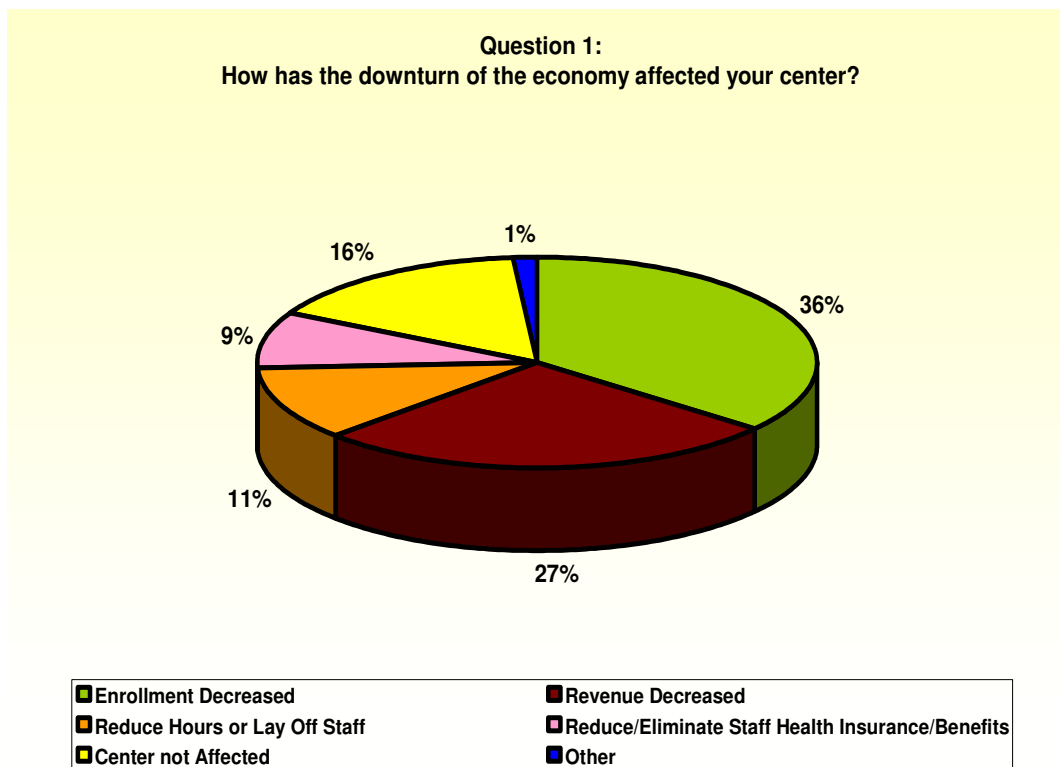
The Education Team, Inc. conducted the *Tampa Bay Early Childhood Education Survey* over a 30-day period in 2009 after reviewing the findings of a similar national survey conducted by the *National Association of Child Care Professionals* in December, 2008. The intent of the survey was to determine the effects of the recession on the early childhood education industry, specifically in the Tampa Bay area.

Over 500 early childhood education centers in Hillsborough, Pinellas, Pasco, Hernando, and Manatee counties were surveyed. The results do not permit absolute judgments on how the economy is affecting each childcare center; however, they do indicate some alarming trends.

- **Over 63% of the centers surveyed reported decreased enrollment and/or revenue.**
- **Of these centers approximately 50% reported enrollment and/or revenue decreases of greater than 20%. Revenue decreases as high as 40% were also reported.**
- **Lost revenue resulted in significant staffing reductions.**

## 1. How has the downturn on the economy affected your center?

- Enrollment Decreased: 36%
- Revenue Decreased: 27%
- Reduce hours or lay off staff: 11%
- My center has not been affected: 16%
- Reduce or eliminate staff health insurance or benefits: 9%
- Other: 1%



### Some comments included:

“Parents are losing jobs and are stressed, therefore looking at the center staff for help and support”

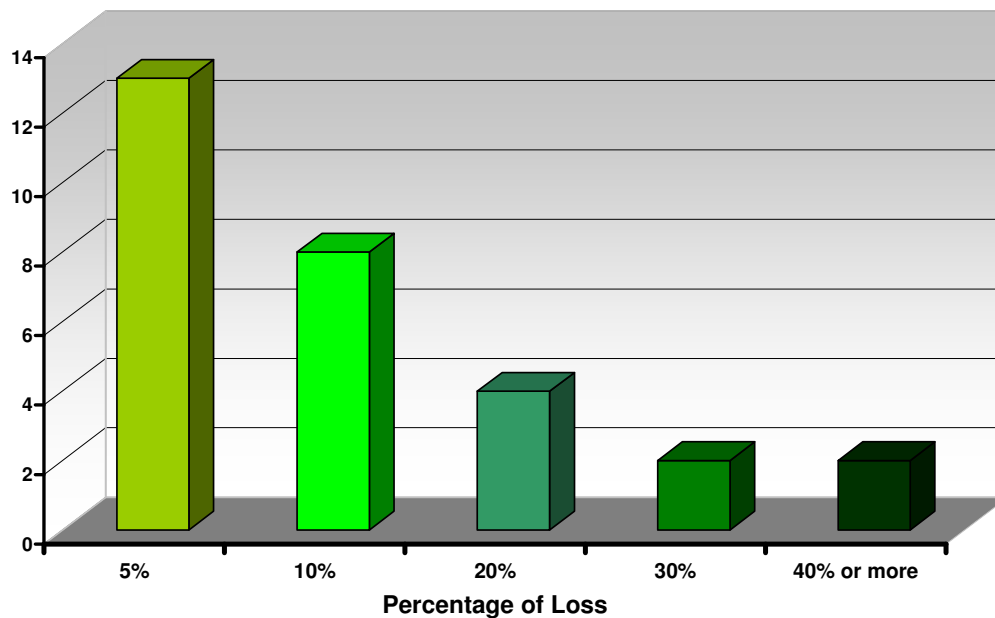
“Staff left and I did not replace them.”

“Stay at home moms went back to work and those who could not afford us had to seek other child care”

## 2. If your enrollment and/or revenue has decreased what is an estimate of your loss?

- 5 percent: 13
- 10 percent: 8
- 20 percent: 4
- 30 percent: 2
- 40 percent or more: 2

**Question 2:**  
If your enrollment and/or revenue has decreased, what is the estimate of your loss?

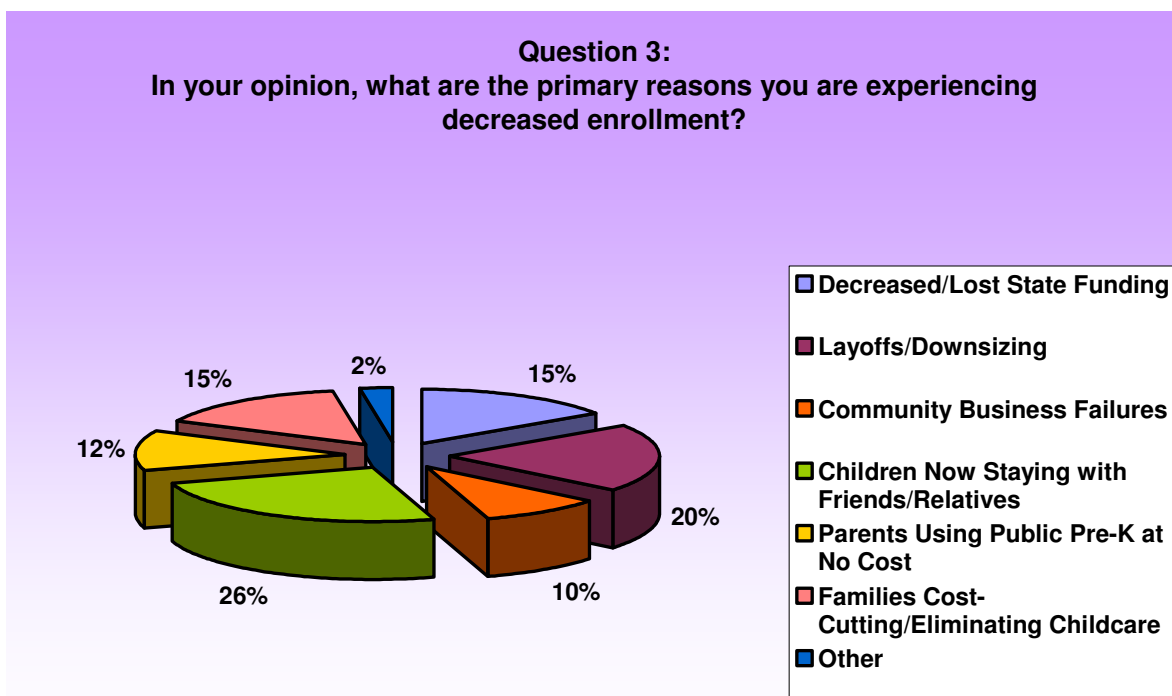


### Some comments included:

“It appears that most of our decrease occurred in the two year old age group. Leaving me to believe that parents opted to keep children with the family. I believe traditionally, this age group is when parents first start considering preschool/daycare in a good economy.”

### 3. In your opinion, what are the primary reasons you are experiencing decreased enrollment?

- Children now staying with friends or relatives: 26%
- Layoffs or Downsizing: 20%
- Families cost-cutting-eliminating childcare: 15%
- Decreased or lost state funding: 15%
- Parents using public pre-K at no cost: 12%
- Community business failures: 10%
- Other: 2%



#### Some comments included:

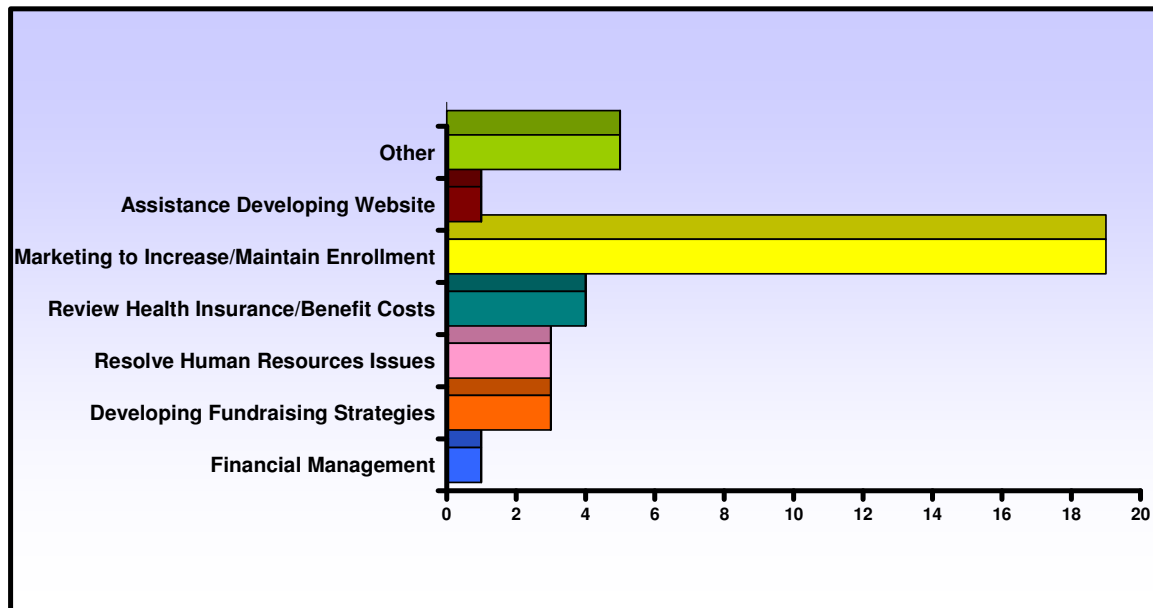
“Public school doing before and after care at \$30 per week.”

“Parents losing jobs”

#### 4. In what areas does your center need assistance to survive the economic downturn?

- Financial Management: 1
- Developing Fundraising strategies: 3
- Resolve Human Resources issues: 3
- Review Health Insurance or Benefits Costs: 4
- Marketing to increase or maintain enrollment: 19
- Assistance developing website: 1
- Other: 5

**Question 4:  
In what areas does your center need assistance to survive the economic downturn?**



#### Some comments included:

“Fortunately, we reviewed all the above areas last year and tightened our belts and started cutting costs so we have been financially sound with only 2 of 33 laid off. Every one of the areas above is crucial for a centers healthy existence.”

“Creating resources for families so they can continue working and use childcare.”