

**TO** Strategies for Children  
**FROM** Chris Anderson and Sarah Tower-Richardi  
**DATE** September 2, 2020  
**SUBJECT** Key Findings from Statewide Survey of Parents with Young Children

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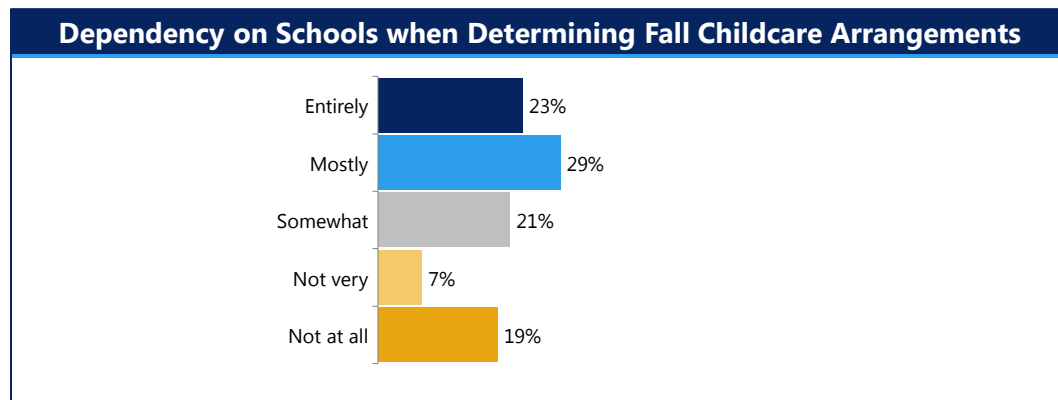
This document reports findings from a statewide poll of 599 Massachusetts parents of children under six who are involved in making decisions about childcare arrangements. The poll was conducted August 13-26, 2020 online and on the phone.

Findings included in this document are based on questions asked of a subset of respondents (n=294) who have both a young child (under six years old) and a school-age child (age 6-12).

### KEY FINDINGS

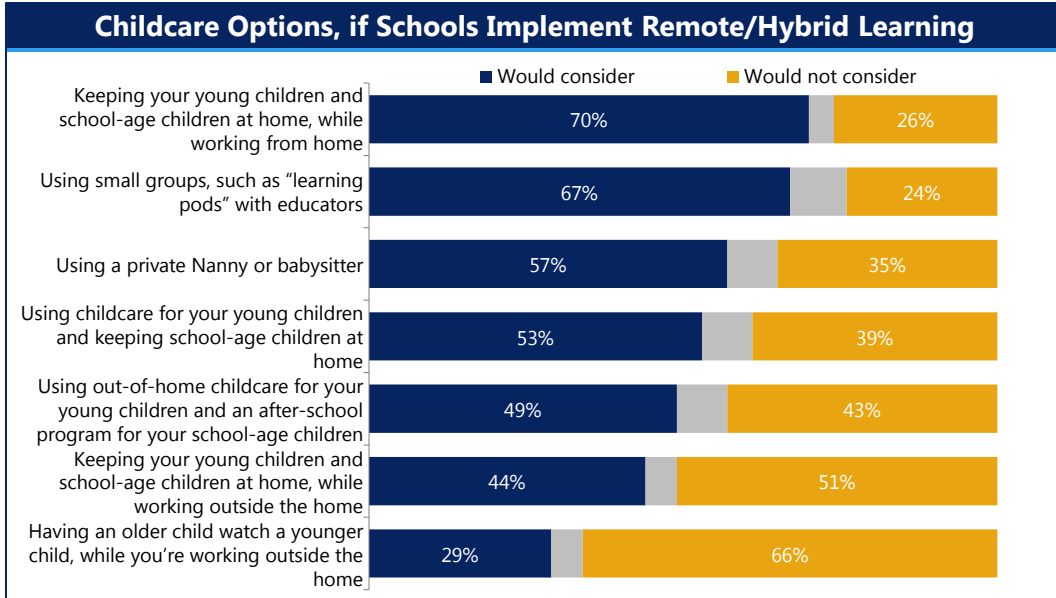
**Childcare plans for households with both children under age six and school-age children are highly dependent on school schedules.** When determining their childcare arrangements for their younger children, over half of households (52%) are *entirely* or *mostly* dependent on what schools do for their older children.

Household incomes under \$60,000 are especially dependent on school schedules. Six-in-ten (62%) households with incomes under \$60,000 are *entirely* or *mostly* dependent, compared to half (48%) of households with incomes of \$60,000 or more.



**If schools implement remote or hybrid learning this fall, parents with young children and school-age children are considering a range of childcare and schooling options.** Fully seven-in-ten (70%) would consider *keeping young children and school-age children at home, while working from home*. Two-thirds (67%) would consider *using small groups, such as learning pods*, and almost six-in-ten (57%) would consider *hiring a private Nanny or babysitter* to care for their children.

Although ranking the lowest among the tested scenarios, three-in-ten (29%) parents would still consider *having an older child watch a younger child, while working outside the home*. This number could likely be higher as these are the parents who are freely admitting this less-popular option.



Notable differences exist, with higher income families more likely to consider hiring a *private Nanny or babysitter* or using *small groups, such as learning pods with educators*:

- Would consider hiring a Nanny or babysitter: <\$60k 46%, \$60k-\$100k 60%, \$100k+ 64%
- Would consider using learning pods: <\$60k 61%, \$60k-\$100k 65%, \$100k+ 73%

Additionally, White households are more likely to consider hiring a *private Nanny or babysitter* than Households of Color (Would consider: White households 61%, Households of Color 47%).

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*Beacon Research is a Boston-based firm specializing in providing highly accurate, actionable research to political, non-profit and corporate clients. Beacon Research Co-Founder Chris Anderson has provided polling to a presidential campaign, numerous ballot initiative campaigns, local and state political candidates, and is currently the Democratic pollster on the Fox News Channel's bipartisan team, which conducts a monthly national telephone poll of 1,000 voters.*

