

An Assessment of Childcare Needs in Southeastern Massachusetts

Prepared for the

**UMass Dartmouth
Children's Center for Learning**

Prepared by



**CENTER FOR POLICY ANALYSIS
UNIVERSITY OF MASSACHUSETTS
DARTMOUTH**

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CENTER FOR POLICY ANALYSIS

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Executive Summary

The Children's Center for Learning at UMass Dartmouth is a licensed, professionally staffed early learning facility that is available for the children of UMass Dartmouth students, faculty and staff and to the community at large. The purpose of this study is to determine the level of supply and demand for childcare in Southeastern Massachusetts and if these levels justify the expansion of childcare services at the Children's Center for Learning. Expansion possibilities include an increase in the number of childcare slots, expanding the ages of children served, and extending the times of operation, including summer care.

Supply Analysis

As of 2005, there were 9,905 licensed childcare slots for children ages 0 to 5 in Southeastern Massachusetts. It is estimated that the number of the region's children in this age group who currently need childcare is 17,600 and that there is an unmet capacity for 7,695 childcare slots (17,600 - 9,905). This includes an unmet capacity for 762 preschoolers (2 yrs. 9 months to 4 yrs. 11 months), the age group that is currently served by the UMD Children's Center for Learning. There is an even higher level of unmet capacity for infants (3,324) and toddlers (3,428), age groups that the Center does not currently serve.

Demand Analysis

UMass Dartmouth Students, Faculty and Staff

A total of 8.1 percent of UMass Dartmouth respondents who have children report that they either need childcare or would consider changing their current childcare arrangements. From this data, it is estimated that there is a pool of 132 students, staff and faculty who would send their children to the Children's Center for Learning. If one estimates that twenty-five percent of these respondents will actually use the Center's services, an additional 33 children could be accommodated from UMD students, faculty and staff. This number increases to 66 if an estimated 50 percent use the Center's services, which is not an improbable scenario due to the convenience of the Center to this group. These estimates do not include families who would send more than one child to the Center, thus the actual number of children that can be accommodated may be even higher.

Importantly, meeting this demand will require the Center to expand the ages of children it enrolls to include infant and toddler care, as many respondents are seeking childcare for younger children, two groups which are not currently served by the Children's Center for Learning.

Southeastern Massachusetts Households

A total of 35.1 percent of respondents in Southeastern Massachusetts report that they either need childcare or would consider changing their current childcare arrangements. It is estimated that there is a pool of 5,168 households who would send their children to the Children's Center for Learning. If one estimates that five percent of these respondents will actually use the Center's services, it is estimated that an additional 258 children could be accommodated from households in the region. This number increases to 517 if an estimated 10 percent use the Center's services. These estimates do not include families who would send more than one child to the Center, thus the actual number of children that can be accommodated may be even higher.

Again, a portion of this demand is for infant and toddler childcare and thus the Center would have to expand its enrollment ages to fully meet the demand from the region's households. Importantly, demand declines the farther one lives from UMass Dartmouth, particularly when one gets over a 30 minute drive time to the campus.

Total Demand

It is estimated that at the lower capture rates, the Children's Center for Learning could attract up to an additional 291 children. This total increases to 583 children at the higher capture rate. As noted earlier, fully meeting this demand will require the Center to expand the ages of children it enrolls to include infants and toddlers, although it is estimated that about thirty percent of the demand, or 87 children, is for preschoolers, the age currently served by the Center. Also, many households have children who are in different age groups and respondents report that they would like to send their children to a center that can accommodate all of their children.

In addition, almost a third (32.1%) of survey respondents from both the UMD and community samples who have children in childcare have thought about changing their current childcare arrangement, which presents an opportunity for the Children's Center for Learning to attract more students. One obstacle to attracting this group is that the majority of respondents with children both at UMD and in the community do not know about the Children's Center for Learning or the services it offers.

While there is some demand for after school, before school, summer care and emergency care, respondents are primarily interested in traditional part- and full-time care for their children, including infant and toddler care. Thus, expanding the ages that the Center serves is a more important issue to respondents than is expanding the hours of operation or opening the Center in the summer, although these options will certainly make the Center more appealing to these respondents.

1.00 INTRODUCTION

As more women and mothers enter the workforce, childcare has become an increasingly important public policy issue. In the 1940s, less than one in five women with children worked outside the home. In 1970, about 38 percent of mothers age 16 and older participated in the labor force, but by 2000 this labor force participation rate had risen to 68 percent. In 2001, over half (55 percent) of these women provided most, if not all, of their family's income. As more and more women move from the home to the workforce, the need for affordable, high-quality childcare is critical.

Comment [KT1]: Smolensky, E., & Gootman, J.A. (Eds.). (2003). *Working Families and Growing Kids: Caring for Children and Adolescents*. Washington, DC: Committee on Family and Work Policies, National Research Council, National Academies Press.

The purpose of this study is to determine the level of supply and demand for childcare in Southeastern Massachusetts and if these levels justify the expansion of childcare services at the Children's Center for Learning. Expansion possibilities include an increase in the number of childcare slots, expanding the ages of children served, and extending the times of operation, including summer care.

Comment [DRB2]: Michele Friedman, 2001. from the *Almanac of Policy Issues*. Policy News Publishing.

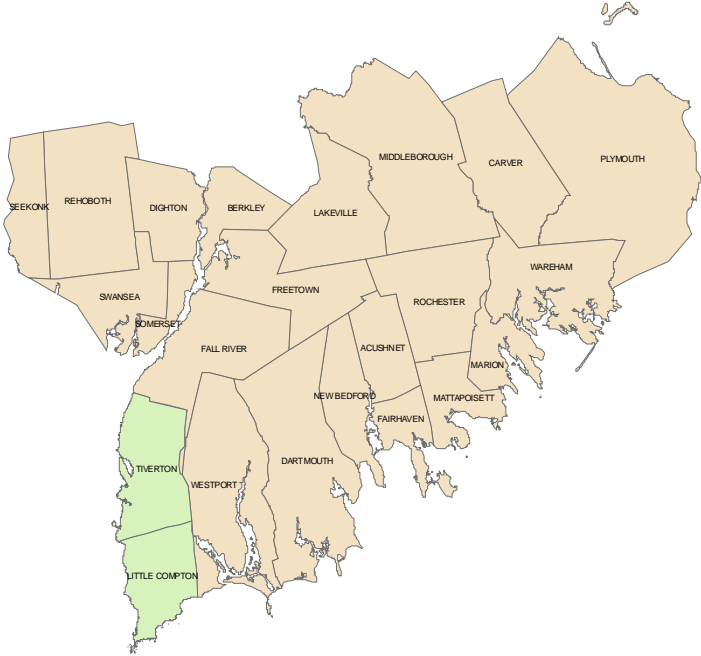
1.10 UMass Dartmouth Children's Center for Learning

The Children's Center for Learning at UMass Dartmouth is a licensed, professionally staffed early learning facility that is available for the children of UMass Dartmouth students, faculty and staff and to the community at large. To be eligible for enrollment, children must be between two years and nine months and six years old. The Center is located in the Elmwood Hall and is open from 7:30 am to 5:00 pm on all days that the University is in session during the academic year. Work Study, Service Learning, and volunteer opportunities are available at the Center. Students in these positions assist the professional staff, helping to maintain a staff/child ratio of 1:5 and ensuring diversity in the curriculum.

2.00 METHODOLOGY

This study estimates the supply of licensed childcare and the demand for childcare in Southeastern Massachusetts. Demand is estimated using data collected from two surveys, while supply is estimated based on an analysis of childcare data from the Massachusetts Department of Early Education and Care. The definition of Southeastern Massachusetts includes the Massachusetts communities of Acushnet, Berkley, Carver, Dighton, Dartmouth, Fall River, Fairhaven, Freetown, Lakeville, Marion, Mattapoissett, Middleboro, New Bedford, Plymouth, Rochester, Somerset, Swansea, Wareham, and Westport and the Rhode Island towns of Tiverton and Little Compton. The Children’s Center for Learning currently draws its students from most of these communities.

Children's Center for Learning Needs Assessment Market Area



2.10 Supply Analysis

The supply of childcare in Southeastern Massachusetts was estimated using the Massachusetts Department of Early Education and Care Early Childhood Indicators database. The database includes data about the capacity, affordability and quality for all licensed based childcare in the state, including the number of children in childcare, the number of childcare slots as a percentage of children ages 0 to 5 and the annual average cost of childcare as a percentage of total family income.

2.20 Demand Analysis

The estimated demand for childcare in the region is based on two surveys:

2.21 Telephone Survey

A telephone survey was conducted with households who have children 6 years of age and younger or are expecting a child in the next nine months using a survey instrument developed by the Children's Center for Learning and the Center for Policy Analysis. A total of 590 telephone interviews were conducted between June 14, 2007 and June 22, 2007, for a margin of error of +/-4.1%.¹ A copy of the survey instrument can be found in Appendix A.²

2.22 On-Line Survey

A survey of UMass Dartmouth students, faculty and staff was conducted using an on-line survey instrument. The on-line survey questions are identical to the telephone survey. To increase the response rate, respondents were eligible to win a \$100 Best Buy gift card. A total of 607 surveys were submitted.

¹ There is a 4.1 percent margin of error at a confidence interval of 95 percent. This means that if a question from the survey was asked 100 times, 95 of those times the percentage of people giving a particular answer to the question would be within 4.1 points of the percentage who gave the same answer in this poll. However, the number of responses is lower for some questions, thus the margin of error is higher in those cases.

² More about the Center for Policy Analysis' telephone survey methodology can be found in Appendix B.

3.00 SUPPLY ANALYSIS

The supply of licensed childcare in Southeastern Massachusetts was estimated using the Massachusetts Department of Early Education and Care Early Childhood Indicators database. The database includes statistics on the affordability and quality of all licensed based childcare in the state, including the number of children in childcare, the number of childcare slots as a percentage of children ages 0 to 5, and the annual average cost of childcare as a percentage of total family income.

In 2005, the latest year for which data is available, there was a total of 9,905 licensed childcare slots in Southeastern Massachusetts.³ The database also estimates that there are 26,667 children ages 0 to 5 in the region. Thus, the region's total childcare capacity is 37 percent, that is, there are 37 available childcare slots for every 100 of the region's children age 5 and under. This compares to a capacity of 44 percent statewide (see Table 1).

Table 1

Southeastern Massachusetts Childcare Supply				
	Population (0 to 5)	Program Capacity (0 to 5)	S. Mass. Met Capacity	State Met Capacity
Infants	6,325	851	13%	19%
Toddlers	8,137	1,942	24%	27%
Preschoolers	12,203	7,292	60%	68%
Total	26,667	9,905	37%	44%

Source: Massachusetts Department of Early Education and Care, 2005

While the database estimates the region's capacity at 37 percent, not all parents send their child(ren) to childcare, thus the actual number of the region's children who need childcare services is lower than the data reported. Results of the Children's Center for Learning survey show that 66.0 percent of respondents with children 0 to 6 years of age send their children to childcare or would enroll their children if they could find quality and reasonably priced childcare. From this data it is estimated that the number of children in the region who currently need childcare is 17,600 (26,667 children * 66.0%), which yields an actual met capacity of 60.4 percent.

³ Program capacity is the number of full-time equivalent slots that exist in a community. Because some programs operate more than one session for part-time programs, two children may share one slot or placement (e.g., one in morning session, one in afternoon session).

As of 2005 there were 9,905 licensed childcare slots in Southeastern Massachusetts, thus it is estimated that there is an unmet capacity of 7,695 childcare slots in the region (17,600 - 9,905).⁴ This includes an unmet capacity for 762 preschoolers (2 yrs. 9 months to 4 yrs. 11 months), the age group that is currently served by the UMD Children’s Center for Learning. There is an even higher level of unmet capacity for infants (3,324) and toddlers (3,428), age groups that the Center does not currently serve.

Table 2

Estimated Southeastern Massachusetts Childcare Supply					
	EEC Data		Estimates		
	Population Capacity (0 to 5)	Program Capacity (0 to 5)	% Survey Who Send Children to Childcare	Est. Who Need Childcare	Unmet Capacity
Infants	6,325	851	66.0%	4,175	3,324
Toddlers	8,137	1,942	66.0%	5,370	3,428
Preschoolers	12,203	7,292	66.0%	8,054	762
Total	26,667	9,905	66.0%	17,600	7,695

Source: Mass. Dep't. of Early Education and Care & Center for Policy Analysis Calculations

⁴ The Children’s Center for Learning accepts children 2 years and 9 months through age 6 and the survey was targeted at households/parents with children in this age group. However, the Massachusetts Department of Early Education and Care Early Childhood Indicators database does not include six year olds. Thus, the actual estimated supply of childcare in Southeastern Massachusetts is somewhat higher than what is reported here.

4.00 SUPPLY – DEMAND ANALYSIS

4.10 UMass Dartmouth

Almost six percent of UMD respondents (5.9%) who do not send their child(ren) to childcare indicate that they would send their child(ren) if quality and reasonably priced childcare in a convenient location was available. In addition, 2.1 percent of UMD respondents who currently have a child in childcare report that they would consider using the Children’s Center for Learning as their childcare provider (see Table 3).⁵ Thus, a total of 8.1 percent of UMD respondents with children report that they either need childcare or would consider changing their current childcare arrangements.

There are approximately 1,642 students, staff and faculty at UMass Dartmouth with children ages 0 to 6. Thus, it is estimated that there is a pool of 132 students, staff and faculty (1,642 * 8.1%) that would send their children to the Children’s Center for Learning. If one estimates that twenty-five percent of these respondents will actually use the Center’s services, an additional 33 children could be accommodated from UMD students, faculty and staff. This number increases to 66 if an estimated 50 percent use the Center’s services, which is not an improbable scenario due to the convenience of the Center to this group. These estimates do not include families who would send more than one child to the Center, thus the actual number of children that can be accommodated may be even higher.

Importantly, meeting this demand will require the Center to expand the ages of children it enrolls to include infant and toddler care, as many respondents are seeking childcare for younger children, two groups that are not currently served by the Children’s Center for Learning. In fact, the highest percentage of UMD respondents report that they need part-time care for a newborn (30.6%), followed by part-time toddler care (25.0%) and full-time toddler care (27.8%). Thus, while there is a demand for preschoolers (the population currently served by the Center), the highest demand for childcare services is for infants and toddlers. In addition, as noted earlier, data from the Department of Early Education and Care shows that the greatest unmet capacity for childcare in Southeastern Massachusetts is for newborns and toddlers.

Table 3

Estimated Demand - UMass Dartmouth			
	Survey %	# Who Would Consider Center	25% Capture
No Child in Childcare but Would Like to Send	5.9%	97	24
Child in Childcare but Would Consider Center	2.1%	35	9
Total	8.1%	133	33

⁵ The majority of these respondents (85.8%) did not know that the Center existed before the survey was conducted.

4.20 Southeastern Massachusetts

More than a quarter of respondents in Southeastern Massachusetts (26.3%) who do not send their child(ren) to childcare indicate that they would send their child(ren) if quality and reasonably priced childcare in a convenient location was available. In addition, 8.8 percent of respondents in Southeastern Massachusetts who have a child in childcare report that they would consider using the Children’s Center for Learning as their childcare provider (see Table 4). Thus, a total of 35.1 percent of respondents in Southeastern Massachusetts report that they either need childcare or would consider changing their current childcare arrangements.

There are 14,729 households in Southeastern Massachusetts with children ages 0 to 6 years of age (U.S. Census Bureau, 2000). Thus, it is estimated that there is a pool of 5,168 households (14,729 * 35.1%) who would send their children to the Children’s Center for Learning.⁶ If one estimates that five percent of these respondents will actually use the Center’s services, it is estimated that an additional 258 children could be accommodated from households in the region. This number increases to 517 if an estimated 10 percent use the Center’s services.⁷ These estimates do not include families who would send more than one child to the Center, thus the actual number of children that can be accommodated may be even higher.

Again, a portion of this demand is for infant and toddler childcare and thus the Center would have to expand its enrollment ages to fully meet the demand from the region’s households. Importantly, demand declines the farther one lives from UMass Dartmouth, particularly when one gets over a 30 minute drive time to the campus.

Table 4

Estimated Demand - Southeastern Massachusetts				
	Survey %	# Who Would Consider Center	5% Capture	10% Capture
No Child in Childcare but Would Like to Send	26.3%	3,869	193	387
Child in Childcare but Would Consider Center	8.8%	1,298	65	130
Total	35.1%	5,168	258	517

⁶ This total includes households that consist of UMD students, faculty or staff, thus there is some degree of double-counting, although it likely has only a small effect on the results.

⁷ The estimated capture rates (5% & 10%) are lower than the UMass Dartmouth capture rates (25% & 50%) because UMass Dartmouth is a more convenient option for students, faculty and staff and thus the Center is more likely to attract children from this group.

4.30 Total Demand

It is estimated that at the lower capture rates, the Children’s Center for Learning could attract up to an additional 291 children (see Table 5). This total increases to 583 children at the higher capture rate. As noted earlier, fully meeting this demand will require the Center to expand the ages of children it enrolls to include infants and toddlers, although it is estimated that about thirty percent of the demand is for preschoolers, the age currently served by the Center. In addition, many households have children who are in different age groups and respondents report that they would like to send their children to a center that can accommodate all of their children.

In addition, almost a third (32.1%) of survey respondents from both the UMD and community samples who have children in childcare have thought about changing their current childcare arrangement, which presents an opportunity for the Children’s Center for Learning to attract more students. One obstacle to attracting this group is that the majority of respondents with children both at UMD and in the community do not know about the Children’s Center for Learning or the services it offers.

While there is some demand for after school, before school, summer care and emergency care, respondents are primarily interested in traditional part- and full-time care for their children, including infant and toddler care. Thus, expanding the ages that the Center serves is a more important issue to respondents than is expanding the hours of operation or opening the Center in the summer, although these options will certainly make the Center more appealing to these respondents.

Table 5

Total Estimated Demand		
	Lower Capture Rate	Higher Capture Rate
UMass Dartmouth	33	66
Southeastern Massachusetts	258	517
Total	291	583

5.00 DEMAND ANALYSIS - SURVEY RESULTS

A total of 1,450 surveys were completed, with 58.1 percent completed by telephone and 41.9 percent completed on-line. Almost half of respondents (48.0%) have children that are six years of age or younger or are expecting a child in the next nine months.

5.10 Background Information

5.11 Before this survey, were you aware of the UMass Dartmouth Children's Center for Learning?

More than a quarter of respondents (27.7%) are aware of the UMass Dartmouth Children's Center for Learning, while almost three in four (72.3%) are not aware of the Center. A higher percentage of UMass Dartmouth students, faculty and staff (51.9%) know about the Center in comparison to respondents community-wide (10.2%).

**Aware of UMass Dartmouth
Children's Center for Learning**

	All Respondents	Community	UMassD
yes	27.7%	10.2%	51.9%
no	72.3%	89.8%	48.1%

5.12 Do you have children that are six years of age or younger or are you expecting a child in the next nine months?

Nearly half of respondents (48.0%) have children. A higher percentage of telephone respondents have children (70.2%) in comparison to respondents from UMD (17.1%). This is explained by the high number of UMD students who completed the survey, a group that is less likely to have children and that the telephone sample was targeted at families with children 6 years of age and under.

Have Children or are Expecting

	All Respondents	Community	UMassD
yes	48.0%	70.2%	17.1%
no	52.0%	29.8%	82.9%

5.13 How many children 6 years of age and under do you have?

Nearly half of respondents (49.2%) have one child 6 years of age and under, while 41.0 percent have two children six years of age and under. About ten percent of respondents (9.8%) have 3 or more children in this age group.

Children 6 Years of Age and Younger

	All Respondents	Community	UMassD
1	49.2%	46.5%	64.7%
2	41.0%	43.0%	29.4%
3	8.2%	9.0%	3.9%
4	1.6%	1.5%	2.0%

5.14 Are any of these children in childcare?

More than a third of respondents (38.5%) have children in childcare. More than half of UMass respondents (53.8%) have children in childcare compared to 35.8 percent of respondents community-wide.

Children in Childcare?

	All Respondents	Community	UMassD
yes	38.5%	35.8%	53.8%
no	61.5%	64.2%	46.2%

5.20 Respondents with No Children in Childcare

Almost thirty percent of respondents (29.4%) have children six years of age and under but do not have any children enrolled in childcare. The following questions are targeted at this group.

5.21 Would you send your child to childcare if you could find quality and reasonably priced childcare in a convenient location?

More than forty-five percent of respondents (45.2%) would send their child to childcare if they could find quality and reasonably priced childcare in a convenient location. Three in four UMD respondents (75.0%) would send their child to childcare in comparison to 41.3 percent of respondents community-wide.

Would you Send Your Child to Childcare?

	All Respondents	Community	UMassD
yes	45.2%	41.3%	75.0%
no	45.4%	50.9%	2.1%
not sure	9.5%	7.7%	22.9%

5.22 What type of childcare do you need?

Respondents who indicated that they would send their child(ren) to childcare if they could find quality and reasonably priced childcare in a convenient location were asked the type of child care that they need. Respondents most need part time care (48.2%) and full time care (24.6%) for their toddlers or children 2-6 years old. Lower percentages of respondents need part time care (19.4%) or full time care (12.6%) for a newborn, while 14.1 percent of respondents need after school care and 11.5 percent of respondents need summer care. Less than ten percent of respondents need emergency/backup care (9.9%), before school care (9.4%), evening care (5.2%) or other types of care (3.7%). Only 6.3 percent of respondents have their child on a waiting list.

A higher percentage of respondents community-wide (52.9%) need part time care for a toddler/preschooler in comparison to UMD respondents (27.8%), while a higher percentage of UMD respondents are more likely to need care (both full and part time) for a newborn. However, there are only small numbers of respondents from the UMD online survey and conclusions between UMD and community-wide respondents should be made with caution.

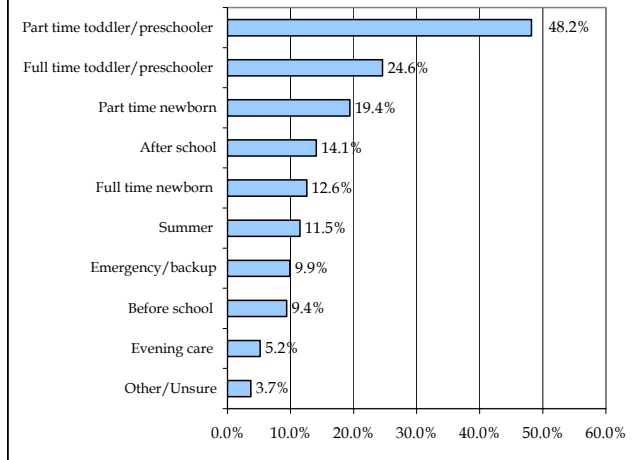
Type of Childcare Needed

	All Respondents	Community	UMassD
Part time childcare for toddler/preschooler (2-6 years old)	48.2%	52.9%	27.8%
Full time childcare for toddler/preschooler (2-6 years old)	24.6%	24.5%	25.0%
Part time childcare for newborn (0-2 years old)	19.4%	16.8%	30.6%
After school childcare	14.1%	12.3%	22.2%
Full time childcare for newborn (0-2 years old)	12.6%	9.0%	27.8%
Summer childcare	11.5%	9.7%	19.4%
Emergency/backup childcare	9.9%	5.2%	30.6%
Before school childcare	9.4%	10.3%	5.6%
Evening care for children	5.2%	3.2%	13.9%
Other/Unsure	3.7%	2.6%	8.3%

“Other” includes:

- Would like a nanny
- Weekend care

Type of Childcare Needed All Respondents



5.30 RESPONDENTS WITH CHILDREN IN CHILDCARE

Nearly forty percent (38.5%) of respondents indicate that they have at least one child in childcare. The questions in this section are targeted at this group.

5.31 Can you please tell me the current childcare arrangements for your child(ren) 6 years of age and under?

More than three quarters of respondents (76.8%) use a licensed private childcare provider, while 16.9 percent use a relative and 10.1 percent enroll their child in a public school program. Less than ten percent of respondents have other childcare arrangements. No respondents from the community indicate that they use the Children’s Center for Learning, while 17.9 percent of UMD respondents use the Center.

Childcare Arrangement

	All Respondents	Community	UMassD
use a licensed private childcare provider	76.8%	77.3%	75.0%
use a relative	16.9%	14.2%	26.8%
use a public school pre-school or kindergarten program	10.1%	11.4%	5.4%
UMass Dartmouth Children’s Center for Learning	3.7%	0.0%	17.9%
use a neighbor or friend	3.0%	1.9%	7.1%
use a public school sponsored after-school program	2.6%	3.3%	0.0%
use an unlicensed childcare provider	1.9%	1.4%	3.6%
use a public school sponsored before-school program	1.1%	0.9%	1.8%
Head Start	1.1%	1.4%	0.0%
other arrangements	1.1%	0.9%	1.8%

“Other arrangements” include:

- Husband and wife divide time watching children
- Private pre-school program

5.32 How satisfied are you with your current childcare arrangements?

Nearly all respondents are at least somewhat satisfied with their childcare arrangements, although UMD respondents are less satisfied than respondents community-wide. However, there are only small numbers of respondents for the UMD online survey and conclusions between UMD and community-wide respondents should be made with caution. Importantly, the majority of UMD respondents do not send their children to the Children’s Center for Learning and thus rates of satisfaction are not a reflection on the Center.

Satisfaction with Childcare Arrangements

	All Respondents	Community	UMassD
very satisfied	74.2%	78.4%	58.9%
somewhat satisfied	22.3%	18.8%	35.7%
somewhat dissatisfied	2.7%	1.9%	5.4%
very dissatisfied	0.8%	1.0%	0.0%

5.33 How much are you currently paying on a weekly basis to childcare providers?

Nearly a third of respondents (32.4%) are paying less than \$100 per week for childcare. Many of these respondents have children in part-time care. One in five respondents (20.3%) is paying \$100 to \$150 per week and 20.7 percent are paying \$150 to \$200 per week. More than a quarter of respondents (26.6%) are paying more than \$200 per week, many of whom have more than one child in childcare.

Weekly Payments for Childcare

	All Respondents	Community	UMassD
<\$100 per week	32.4%	34.5%	25.0%
\$100 - \$150 per week	20.3%	16.5%	33.9%
\$150 - \$200 per week	20.7%	23.0%	12.5%
\$200-\$250 per week	16.4%	17.0%	14.3%
\$250 - \$300 per week	6.3%	6.5%	5.4%
> 300 per week	3.9%	2.5%	8.9%

5.34 Have you recently thought about changing your current childcare arrangement?

Nearly a third of respondents (32.1%) have thought about changing their current childcare arrangement. More than half (57.1%) of UMD respondents have thought about changing their childcare arrangement, although there are only a small number of respondents (N<100) who answered this question, thus conclusions should be made with caution. Respondents who are considering changing their childcare provider are doing so primarily because of cost and quality of care issues.

Thought About Changing Childcare Arrangement

	All Respondents	Community	UMassD
yes	32.1%	25.5%	57.1%
no	67.9%	74.5%	42.9%

5.40 Have you ever considered using the Children’s Center for Learning at UMass Dartmouth as your childcare provider?

Fourteen percent of respondents (14.1%) report that they have considered using the Children’s Center for Learning at UMass Dartmouth as their childcare provider. This question was asked only of individuals who have children in childcare or who indicate that they would send their child to childcare if they could find quality and reasonably priced childcare.

Considered Using Children’s Center for Learning

	All Respondents	Community	UMassD
yes	14.1%	5.1%	56.5%
no	85.9%	94.9%	43.5%

5.41 Why have you not used the Center as your childcare provider?

Respondents were asked why they have not used the Children’s Center for Learning as their childcare provider. Most respondents (85.8%) have not used the Center because they did not know it existed, while 25.2 percent report that the location of the Center is not convenient.

Why Have You Not Used the Center?

	All Respondents	Community	UMassD
did not know it existed	85.8%	81.5%	30.4%
the location is not convenient	26.2%	24.1%	12.5%
Any other reason?	9.3%	4.6%	19.6%
the Center is closed in the summer	7.1%	0.0%	28.6%
you have concerns about the quality of care	3.1%	0.0%	12.5%
the cost is too high	2.7%	0.9%	7.1%
the Center’s hours do not meet the needs of your work schedule	2.2%	0.0%	8.9%
you need after-school care	2.2%	0.5%	7.1%
there are no openings	1.8%	0.9%	3.6%
you need part-time care	1.3%	0.0%	5.4%
you prefer child at home	0.4%	0.5%	0.0%

“Other” reasons indicated by respondents include:

- [Child is] already in day care
- Child is too young (N=7)
- Child was accepted for free in Fall River
- Did not know childcare was available to part-time students
- Happy with current childcare provider (N=5)
- I know very little about Center
- Need Head Start
- Runs own childcare business
- Schedule does not reflect staff schedules for children attending part time
- We live in Providence and full time enrollment means many hours/week in car for child

5.42 Now that you know that professional licensed childcare is available at UMass Dartmouth, would you consider using the Children’s Center for Learning at UMass Dartmouth as your childcare provider?

Thirty percent of respondents (30.1%) indicate that they would consider using the Children’s Center for Learning at UMass Dartmouth as their childcare provider now that they know about the Center.

Would Use the Children’s Center for Learning

	All Respondents	Community	UMassD
yes	30.1%	26.1%	76.5%
no	69.9%	73.9%	23.5%

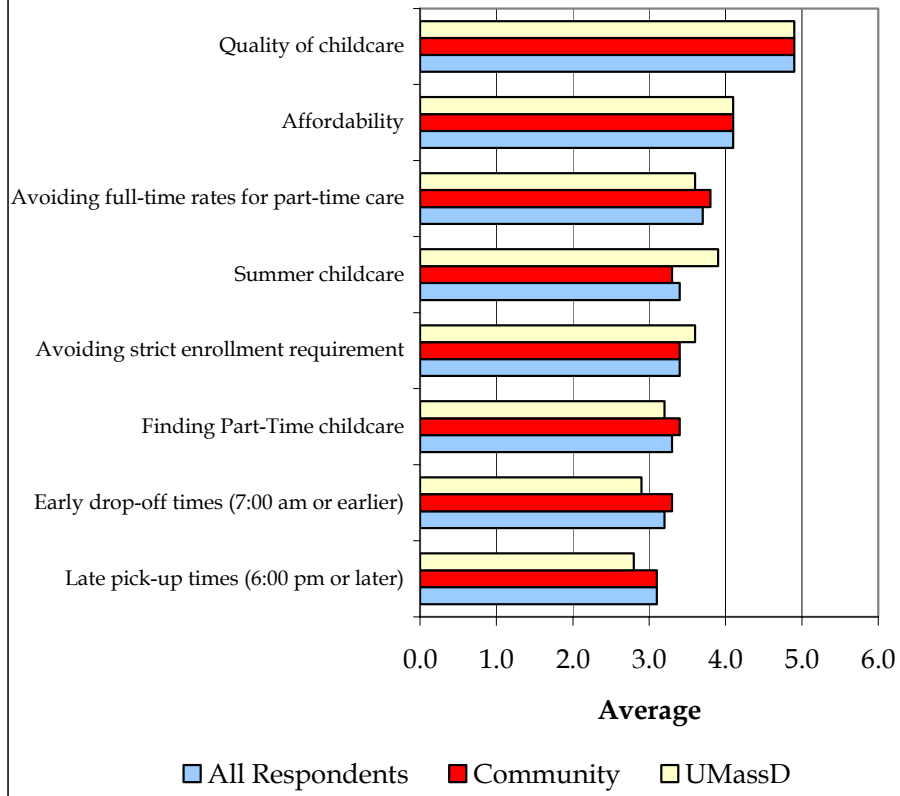
5.50 Importance of Various Childcare Factors

Respondents were asked to rate the importance of various childcare factors on a scale of 1 to 5, with 1 being not important and 5 being very important. The most important factors are quality (4.9 average) and affordability (4.1 average).

**Importance of Various Childcare Factors
Average Scores on a Scale of 1 to 5**

	All Respondents	Community	UMassD
Quality of childcare	4.9	4.9	4.9
Affordability	4.1	4.1	4.1
Avoiding full-time rates for part-time care	3.7	3.8	3.6
Avoiding strict enrollment requirement, such as rules requiring child to be enrolled 4 half days per week.	3.4	3.4	3.6
Summer childcare	3.4	3.3	3.9
Finding Part-Time childcare	3.3	3.4	3.2
Early drop-off times (7:00 am or earlier)	3.2	3.3	2.9
Late pick-up times (6:00 pm or later)	3.1	3.1	2.8

Importance of Various Childcare Factors



APPENDIX A – TELEPHONE SURVEY INSTRUMENT

UMass Dartmouth Children’s Center for Learning Childcare Survey

Interview Time: _____ ID #: _____ Interviewer: _____ Date:

Hi, my name is _____ and I’m calling from UMass Dartmouth. How are you today? We are conducting a short survey regarding childcare in Southeastern Massachusetts on behalf of the UMass Dartmouth Children’s Center for Learning. Do you have a couple of minutes to complete the survey?

Are you at least 18 years of age? Yes No [If yes, proceed. If no, ask if someone over 18 is available. If not, tell the person that you will call back at another time].

1. **The Children's Center for Learning is a licensed, professionally staffed early learning facility that is available for the children of UMass Dartmouth students, faculty and staff and to the community at large. Before this survey, were you aware of the UMass Dartmouth Children’s Center for Learning?**
 - Yes
 - No

2. **Do you have any children that are six years of age or younger or are you expecting children in the next 9 months?**
 - Yes
 - No [If no, thank respondent for their time and end survey.]

3. **[If yes] How many children 6 years of age and under do you have? _____**

4. **Are any of these children in childcare?**
 - Yes [If yes, skip to question 9]
 - No

5. **[If no] Would you send your child to childcare if you could find quality and reasonably priced childcare in a convenient location?**
 - Yes
 - No [Please skip to Question 19]
 - Not Sure [Please skip to Question 19]

6. Which of the following types of childcare do you need? [Please read choices and check all that apply]

- Full time childcare for newborn {0-2 years old}
- Full time childcare for toddler/preschooler {2-6 years old}
- Part time childcare for newborn {0-2 years old}
- Part time childcare for toddler/preschooler {2-6 years old}
- Before school childcare
- After school childcare
- Emergency/backup childcare
- Evening care for children
- Summer childcare
- Other/Unsure (please write in) _____

7. Are you currently on a waiting list for childcare?

- Yes
- No [Please skip to question 19]

8. [If yes], how long have you been on a waiting list?

- Less than 3 months
- 3 to 6 months
- 7 to 9 months
- 10 to 12 months
- More than 12 months

[Please skip to question 19]

9. Can you please tell me the number of children in childcare between the ages of

0 and 2 _____

3 and 6 _____

10. Can you please tell me the current childcare arrangements for your child(ren) 6 years of age and under? Do you [Read all choices and check all that apply]

- use a licensed private childcare provider
- use an unlicensed childcare provider
- use a relative
- use a neighbor or friend
- use a public school pre-school or kindergarten program
- use a public school sponsored before-school program
- use a public school sponsored after-school program
- Head Start
- UMass Dartmouth Children's Center for Learning
- other arrangements (please describe) _____

11. How satisfied are you with your current childcare arrangements? Are you [Read choices]

- very satisfied
- somewhat satisfied
- somewhat dissatisfied
- very dissatisfied
- don't know/refused

12. How much are you currently paying on a weekly basis to childcare providers for your children 6 years of age and under?

- <\$100 per week
- \$100 - \$150 per week
- \$150 - \$200 per week
- \$200-\$250 per week
- \$250 – \$300 per week
- > 300 per week
- don't know/refused

13. Have you recently thought about changing your current childcare arrangement?

- Yes
- No [Skip to question 15]

14. Why would you like to change your current childcare arrangement? Is it because [Read all choices and check all that apply]

- the cost is too high
- the location is not convenient
- I have concerns about the quality of care
- I need part-time care
- I need full-time care
- I need year-round care, including summer
- the hours of childcare do not fit my work schedule
- I prefer your child at home
- any other reason? _____

15. Have you ever considered using the Children's Center for Learning at UMass Dartmouth as your childcare provider?

- Yes
- No

16. Why have you not used the Center as your childcare provider? Is it because [Please check all that apply]

- did not know it existed [skip to next question]
- the cost is too high [skip to question 18]
- there are no openings [skip to question 18]
- the Center is closed in the summer [skip to question 18]
- the Center's hours do not meet the needs of your work schedule [skip to question 18]
- the location is not convenient [skip to question 18]
- you have concerns about the quality of care [[skip to question 18]
- you need part-time care [skip to question 18]
- you need after-school care [skip to question 18]
- you prefer child at home [skip to question 18]
- Any other reason? _____ [skip to question 18]

17. Now that you know that professional licensed childcare is available at UMass Dartmouth, would you consider using the Children's Center for Learning at UMass Dartmouth as your childcare provider?

- Yes
- No

18. On a scale of 1 to 5, with 1 being not important and 5 being very important, how would you rate the following factors in choosing childcare? How about

	Not Important ←————→ Very Important				
	1	2	3	4	5
Affordability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of childcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Early drop-off times (7:00 am or earlier)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Late pick-up times (6:00 pm or later)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avoiding full-time rates for part-time care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding Part-Time childcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avoiding strict enrollment requirement, such as rules requiring child to be enrolled 4 half days per week.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Summer childcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

OK, we are almost done. I would just like to ask you a couple of questions about yourself.

19. Do you mind telling me your age? _____

20. Sex

- male
- female

21. Can you please tell me your family income for the past year? [Read Choices]

- Less than \$25,000
- \$25,000 to \$44,999
- \$45,000 to \$74,999
- \$75,000 to 99,999
- \$100,000 to \$149,999
- \$150,00 or more
- don't know/refused

22. Any additional comments?

APPENDIX B – TELEPHONE SURVEY METHODOLOGY

The Center for Policy Analysis uses the Genesys Sampling System to generate random telephone numbers. The Genesys Sampling System is used by many major survey organizations. The system uses a list of all possible telephone numbers in the United States to randomly generate a telephone sample for a designated geographic area. The Carver survey was conducted using a list sample of every household in the study region.

Student research assistants and employees from a local temporary employment agency were employed as telephone interviewers. Staff at the Center for Policy Analysis trained the interviewers intensively before they began interviewing, including practice interviews. Senior-level staff at the Center for Policy Analysis monitored the interviewers at all times to ensure high quality data collection.

The Center for Policy Analysis conducted interviews between 9:00 am and 7:00 pm on weekdays and 9:00 am to 2:00 pm on Saturdays. This range of hours provides the interviewers with an opportunity to contact hard to reach respondents, a procedure crucial to producing high quality survey data. Callbacks were scheduled at the convenience of the respondents. The Center's senior staff continually monitored the progress of interview outcomes to prevent problem cases that could interfere with the integrity of survey procedures. The survey procedures used by the Center for Policy Analysis adhere to the highest quality academic and government research standards.