

WatchMeGrow

# What Parents Want from Childcare in a Post-COVID World

Results of Our 2020 Family Survey



Find out what 5,000+ families prioritize when looking for childcare



See what schools across North America are doing successfully



Learn how your child-centered business can thrive post-COVID

**WatchMeGrow**  
Anywhere.

# The pandemic has confirmed that childcare is critical infrastructure in a functioning society.

As the most-trusted camera system in childcare, we work with thousands of preschools, childcare centers, and enrichment studios across North America.

We asked parents at these schools to weigh in on what has worked for them and what they will expect in the future. Here's what they had to say:



## Childcare Centers Made Big Changes and Families Noticed

We asked: **How did your childcare center evolve or change during the COVID-19 pandemic?** Our 5,712 respondents were able to select multiple attributes if they applied. We divided the number of instances selected by the total number of respondents to arrive at the percentages indicated.

49%

### New Health & Safety Procedures

4,837 Families

The most common changes included curb-side or lobby drop off, limiting visitors, temperature taking, health interviews, and daily communication.

7%

### Reduced Tuition

414 Families

Many reported a reduced tuition for care and an elimination of reservation weeks or fees to hold spots while not attending the center.

23%

### Enhanced Cleaning Procedures

3,879 Families

According to these respondents, schools added or increased frequency of cleaning procedures in a highly visible and well-communicated way.

6%

### School Building Upgrades

247 Families

Included new or expanded streaming video camera system, HVAC upgrades, installation of classroom sinks and handwashing stations, and sanitation equipment.

9%

### Flexible Programs

807 Families

Most cited were a willingness to drop to part-time or drop-in care without a tuition penalty, programs for school-age children, and kindergarten for 5-year-olds.

3%

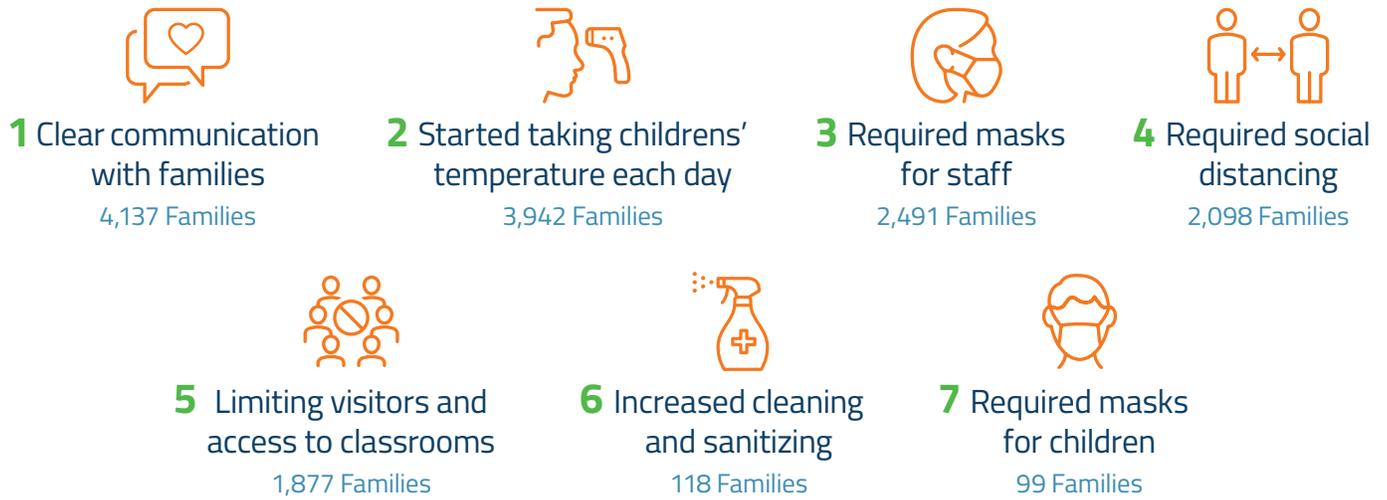
### On-Site Health Care Provider

33 Families

Mentions consisted of visits from nurse consultants and private health care providers to meet with school staff and communicate with families.

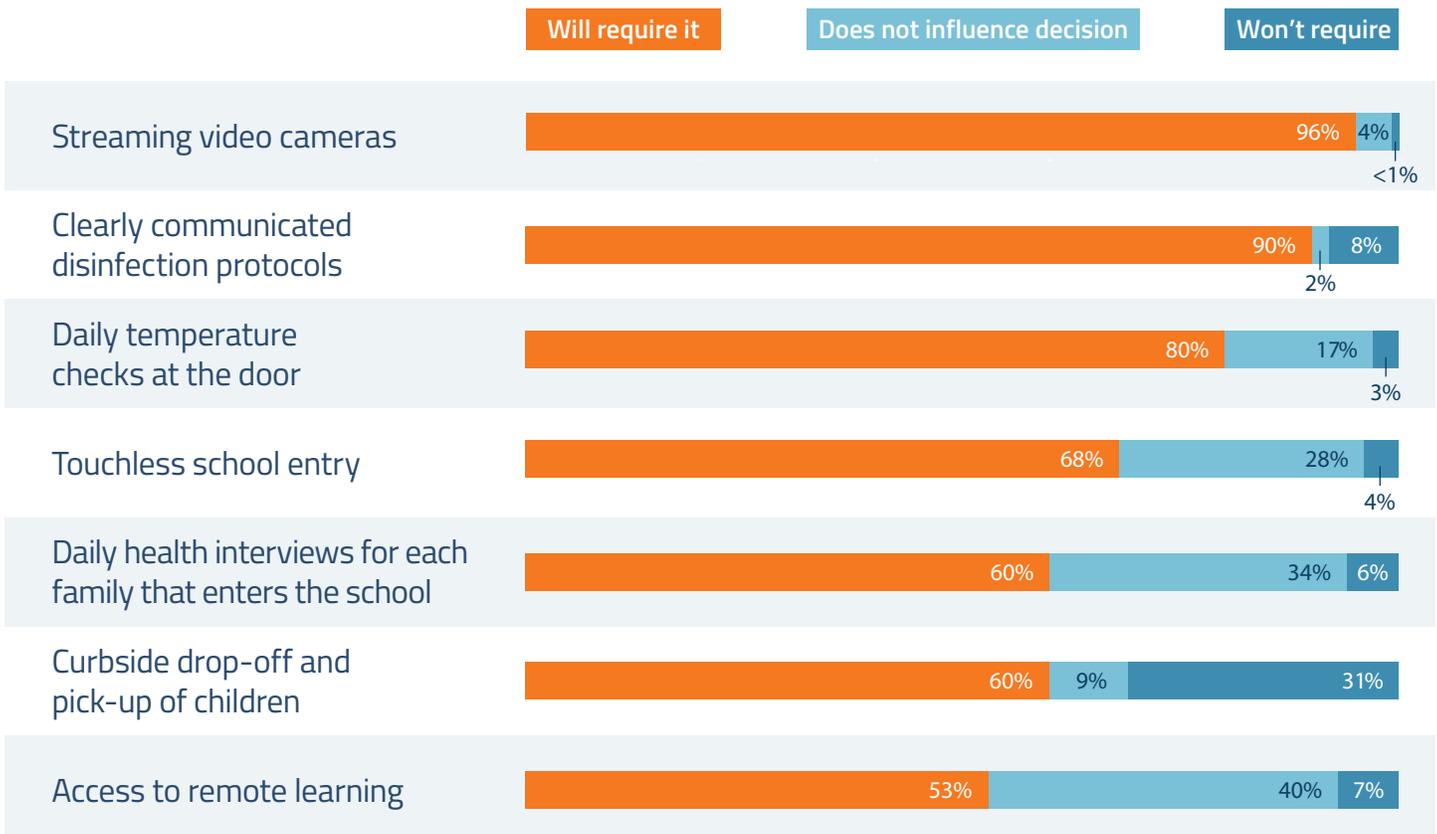
# The Most-Valued Changes Childcare Centers Made

We asked: **What were the most valuable things your childcare center did during the COVID-19 pandemic?**  
Our 5,712 respondents were able to select multiple attributes if they applied.



## Features Families Want from Childcare Centers

We asked: **Which of these childcare center features will be a requirement when selecting future childcare?**  
Our 5,712 respondents were able to categorize each feature as one that they will require, won't require, or will not influence their future childcare decision.

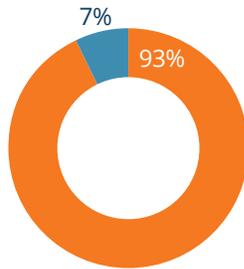


## Methodology & Demographics

Survey data was gathered in September 2020 from 5,712 families across North America. During the prior year, all respondents had a child enrolled in a childcare center that used the WatchMeGrow streaming video camera system.

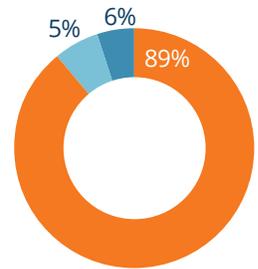
### Employment

- Employed
- Not employed



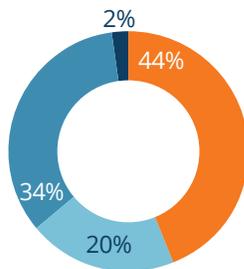
### Childcare status

- Attending a childcare center
- Do not have childcare
- Another form of childcare, family or other solution



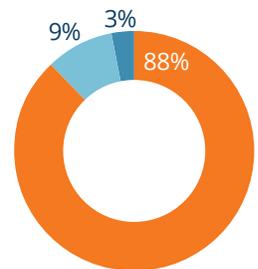
### Age of youngest child

- 6 weeks - 24 months
- 25-36 months
- 3-5 years
- 6 years +



### Future childcare plans

- Have returned or plan to return to their childcare center
- Considering other options that include flexible work schedules, family care, another child care center, or a combination of these options
- Exploring a nanny or nanny share



## A Few Take-Aways from Our Survey Respondents



“ My center kept all the requirements in place even when our state said they didn't have to. It made me feel like they were really trying to keep everyone safe.

“ They updated to a hospital-grade HVAC system.

“ Cameras are a huge help now that we can't go inside.

“ My center paused tuition when we chose not to attend and still held a spot for when we were ready to come back.

“ They were flexible with drop-in care.

# Survey results revealed key insights about how childcare businesses can thrive in a post-COVID world.

## Communication is the glue that keeps families enrolled.

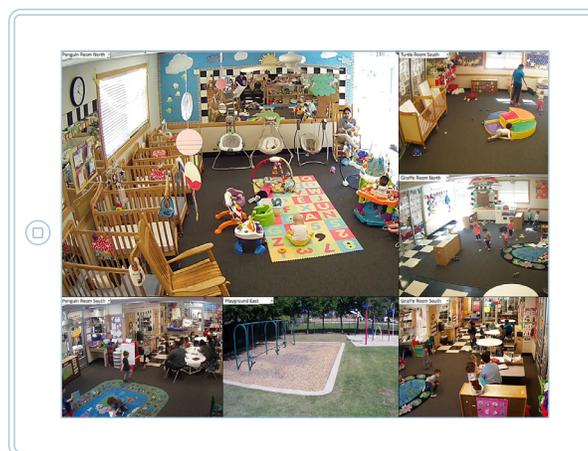
The most satisfied families in our survey are connected to all the details of their child's day. Communication, in all of its forms, is the driver of a successful childcare business. It's been critical to consumers during COVID-19 and it will continue to be after the pandemic ends.

## Successful schools connect parents to the classroom.

Families are not visiting classrooms as often as they used to. Ongoing health and safety measures mean they may not be able to anytime soon. In the absence of that direct connection, parents are missing out on seeing their child thriving – and they can get worried.

## Streaming video fosters connection and builds trust.

No still image or daily report can provide parents with the reassurance that live streaming video can. What has always served as a source of comfort to parents of young children has expanded to become an important checkpoint as families prioritize health and safety.



WatchMeGrow helps thousands of schools improve communication and grow enrollments. We are committed to supporting the childcare industry in a post-COVID world.