

022324 - HOD FLASH (24 HOUR) SURVEY

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Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	,B-E
Date Range:	(02/23/24 - 02/27/24)

Segment Definitions

All qualified respondents	(ALL)	n=1092
Adult Gen Z (18-27)	(dmAge.check('18-27'))	n=174
Millennials (28-42)	(dmAge.check('28-42'))	n=284
Gen X (43-58)	(dmAge.check('43-58'))	n=279
Boomers (59-77)	(dmAge.check('59-77'))	n=303

Weighting

Total	nweight.q022324_24_hourdemo.val	q022324_24_hourdemo
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QS3Q1: How much do you agree with each of the following statements?

People who expect to get ahead in their careers or jobs have to expect to spend less time with their families.

	All qualified respondents A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1092	N=174	N=284	N=279	N=303
Total (Unweighted)	N=1092	N=105	N=259	N=343	N=327
Agree (Net)	67%	65%	70%	70%	64%
Strongly agree	17%	19%	20% e	18%	14%
Somewhat agree	51%	46%	50%	52%	50%
Disagree (Net)	33%	35%	30%	30%	36%
Somewhat disagree	26%	25%	24%	23%	30% d
Strongly disagree	7%	10%	6%	7%	7%

Table Base: U.S. RESPONDENTS

QS3Q1: How much do you agree with each of the following statements?

People who don't spend enough time with their families now won't spend more time with them even if their employers make it easier for them to do so.

	All qualified respondents A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1092	N=174	N=284	N=279	N=303
Total (Unweighted)	N=1092	N=105	N=259	N=343	N=327
Agree (Net)	52%	57%	52%	51%	48%
Strongly agree	10%	10%	15% DE	8%	9%
Somewhat agree	42%	48%	37%	43%	39%
Disagree (Net)	48%	43%	48%	49%	52%
Somewhat disagree	35%	28%	32%	34%	43% BCD
Strongly disagree	13%	15%	16% E	15% E	9%

Table Base: U.S. RESPONDENTS

QS3Q1: How much do you agree with each of the following statements?

It's more difficult for women to get ahead in a career or job because family responsibilities usually fall on them.

	All qualified respondents A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1092	N=174	N=284	N=279	N=303
Total (Unweighted)	N=1092	N=105	N=259	N=343	N=327
Agree (Net)	72%	76%	71%	71%	72%
Strongly agree	23%	29% E	28% E	22% e	17%
Somewhat agree	49%	47%	43%	49%	55% C
Disagree (Net)	28%	24%	29%	29%	28%
Somewhat disagree	19%	17%	20%	19%	20%
Strongly disagree	8%	7%	9%	10%	8%

Table Base: U.S. RESPONDENTS

QS3Q1: How much do you agree with each of the following statements?

People who expect to get ahead in their careers or jobs should be willing to relocate their families.

	All qualified respondents A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1092	N=174	N=284	N=279	N=303
Total (Unweighted)	N=1092	N=105	N=259	N=343	N=327
Agree (Net)	59%	57%	57%	59%	59%
Strongly agree	13%	14%	18% DE	10%	10%
Somewhat agree	46%	43%	39%	49% C	49% C
Disagree (Net)	41%	43%	43%	41%	41%
Somewhat disagree	32%	37%	32%	31%	33%
Strongly disagree	9%	6%	12%	10%	7%

Table Base: U.S. RESPONDENTS

QS3Q2: In general, do you feel that the job of homemaking (e.g., childcare, management of home, housekeeping) has more advantages or disadvantages compared with other kinds of jobs?

		Generation (Age)			
	All qualified respondents A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1092	N=174	N=284	N=279	N=303
Total (Unweighted)	N=1092	N=105	N=259	N=343	N=327
More advantages	28%	23%	32%	32%	26%
About the same as other jobs	39%	52% cDE	39%	33%	34%
More disadvantages	22%	15%	18%	26% BC	26% bc
Not at all sure	12%	10%	11%	9%	14% D

Table Base: U.S. RESPONDENTS

QS3Q8: What best describes your level of responsibility for making childcare decisions (e.g., selecting daycare providers, arranging transportation to extracurricular activities) for your child/children?

		Generation (Age)			
	All qualified respondents A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=320	N=51 *	N=165	N=95 *	N=9 **
Total (Unweighted)	N=307	N=32 *	N=149	N=119	N=7 **
Primary responsibility - I take the lead on childcare decisions, but might consult someone else (e.g., another parent, a social worker) as-needed.	52%	49%	61% De	43%	15%
Shared responsibility - I share the responsibility for childcare decisions equally with someone else (e.g., another parent, a social worker).	35%	41%	30%	40%	26%
Limited responsibility - Someone else (e.g., another parent, a social worker) takes the lead on childcare decisions, but I might contribute.	5%	2%	4%	6%	23% b

continued...

QS3Q8: What best describes your level of responsibility for making childcare decisions (e.g., selecting daycare providers, arranging transportation to extracurricular activities) for your child/children?

		Generation (Age)			
	All qualified respondents A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
No responsibility - Someone else (e.g., another parent, a social worker) makes all the childcare decisions, and I do not contribute.	1%	0%	2%	0%	0%
N/A - My child/children does not require childcare.	7%	8%	3%	11% C	36% C

Table Base: PARENTS OF A CHILD UNDER THE AGE OF 18

QS3Q14: Which of the following type(s) of childcare services does your family currently use? Please select all that apply.

	Generation (Age)				
	All qualified respondents A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=298	N=47 *	N=160	N=85 *	N=6 **
Total (Unweighted)	N=286	N=29 **	N=145	N=106	N=6 **
Supervision from another adult that I know personally (e.g., neighbor, family member)	28%	38% D	30% d	18%	32%
After-school program (e.g., Boys and Girls Club, extracurricular activities)	24%	31%	23%	23%	32%
Daycare center	17%	13%	21% d	11%	0%
Supervision from an older child (e.g., sibling, neighbor, cousin)	16%	21%	17%	12%	0%
Paid babysitter (i.e., for short-term care)	15%	20%	14%	14%	0%
Nanny or au pair	4%	7%	3%	5%	0%
Other	2%	0%	2%	0%	19% BCD
N/A - My family does not currently use any childcare services.	32%	15%	28%	51% BC	17%

Table Base: PARENTS THAT REQUIRE CHILDCARE

QS3Q9: How much do you agree or disagree with each of the following statements?

/my household cannot afford to pay for adequate childcare.

	All qualified respondents A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=298	N=47 *	N=160	N=85 *	N=6 **
Total (Unweighted)	N=286	N=29 **	N=145	N=106	N=6 **
Agree (Net)	49%	46%	50%	48%	40%
Strongly agree	23%	14%	23%	28%	23%
Somewhat agree	26%	32%	27%	21%	17%
Disagree (Net)	51%	54%	50%	52%	60%
Somewhat disagree	20%	6%	19%	26% B	51% B
Strongly disagree	32%	48% D	31%	26%	9%

Table Base: PARENTS THAT REQUIRE CHILDCARE

QS3Q9: How much do you agree or disagree with each of the following statements?

Managing my child/children's childcare decisions (e.g., selecting daycare providers, arranging transportation to extracurricular activities) is overwhelming.

	All qualified respondents A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=298	N=47 *	N=160	N=85 *	N=6 **
Total (Unweighted)	N=286	N=29 **	N=145	N=106	N=6 **
Agree (Net)	60%	82% Ce	52%	63%	42%
Strongly agree	21%	30%	20%	17%	13%
Somewhat agree	39%	52% c	32%	46% C	29%
Disagree (Net)	40%	18%	48% B	37%	58% b
Somewhat disagree	23%	18%	25%	20%	32%
Strongly disagree	18%	0%	23% B	17% B	26% B

Table Base: PARENTS THAT REQUIRE CHILDCARE

QS3Q9: How much do you agree or disagree with each of the following statements?

Trustworthy childcare services (e.g., daycare centers, babysitters) have been hard to find.

	All qualified respondents A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=298	N=47 *	N=160	N=85 *	N=6 **
Total (Unweighted)	N=286	N=29 **	N=145	N=106	N=6 **
Agree (Net)	69%	70%	62%	82% Ce	42%
Strongly agree	29%	31%	27%	30%	23%
Somewhat agree	40%	39%	34%	52% C	19%
Disagree (Net)	31%	30%	38% D	18%	58% d
Somewhat disagree	19%	11%	24% D	12%	49% bD
Strongly disagree	12%	19% D	14% d	6%	9%

Table Base: PARENTS THAT REQUIRE CHILDCARE

QS3Q13: How much more or less likely would you be to accept an employment offer in each of the following situations?

The employer offered onsite daycare for a fee.

	All qualified respondents A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=298	N=47 *	N=160	N=85 *	N=6 **
Total (Unweighted)	N=286	N=29 **	N=145	N=106	N=6 **
More likely (Net)	56%	78% cDe	55%	46%	32%
Much more likely	24%	44% CD	22%	17%	13%
Somewhat more likely	32%	34%	33%	30%	20%
Neither more nor less likely	32%	14%	29%	44% BC	68% B
Less likely (Net)	13%	8%	16%	10%	0%
Somewhat less likely	7%	8%	8%	5%	0%
Much less likely	6%	0%	7%	6%	0%

Table Base: PARENTS THAT REQUIRE CHILDCARE

QS3Q13: How much more or less likely would you be to accept an employment offer in each of the following situations?

The employer offered onsite daycare free of charge.

	All qualified respondents A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=298	N=47 *	N=160	N=85 *	N=6 **
Total (Unweighted)	N=286	N=29 **	N=145	N=106	N=6 **
More likley (Net)	70%	77%	68%	72%	68%
Much more likely	41%	49%	43%	34%	30%
Somewhat more likely	29%	28%	24%	38% C	38%
Neither more nor less likely	22%	13%	25%	21%	32%
Less likely (Net)	8%	10%	8%	7%	0%
Somewhat less likely	5%	10% D	6% d	1%	0%
Much less likely	2%	0%	2%	6%	0%

Table Base: PARENTS THAT REQUIRE CHILDCARE

QS3Q13: How much more or less likely would you be to accept an employment offer in each of the following situations?

The offer included a monthly childcare stipend (i.e., a monthly allowance to put toward childcare expenses).

	All qualified respondents A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=298	N=47 *	N=160	N=85 *	N=6 **
Total (Unweighted)	N=286	N=29 **	N=145	N=106	N=6 **
More likely (Net)	65%	77%	60%	69%	41%
Much more likely	33%	49% d	32%	28%	13%
Somewhat more likely	31%	28%	28%	41% c	28%
Neither more nor less likely	27%	14%	28%	28%	59% B
Less likely (Net)	9%	8%	12% D	3%	0%
Somewhat less likely	5%	8%	5%	2%	0%
Much less likely	4%	0%	6%	2%	0%

Table Base: PARENTS THAT REQUIRE CHILDCARE

QS3Q13: How much more or less likely would you be to accept an employment offer in each of the following situations?

The employer offered flexible scheduling (e.g., working hours, location) for parents with childcare needs.

	All qualified respondents A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=298	N=47 *	N=160	N=85 *	N=6 **
Total (Unweighted)	N=286	N=29 **	N=145	N=106	N=6 **
More likely (Net)	71%	65%	70%	79%	49%
Much more likely	40%	51%	38%	39%	30%
Somewhat more likely	31%	14%	32%	40% B	20%
Neither more nor less likely	20%	25%	22%	14%	32%
Less likely (Net)	8%	10%	8%	7%	19%
Somewhat less likely	6%	8%	6%	2%	19% d
Much less likely	3%	3%	2%	4%	0%

Table Base: PARENTS THAT REQUIRE CHILDCARE

QS3Q13: How much more or less likely would you be to accept an employment offer in each of the following situations?

The employer offered paid time off specifically for childcare responsibilities

	All qualified respondents A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=298	N=47 *	N=160	N=85 *	N=6 **
Total (Unweighted)	N=286	N=29 **	N=145	N=106	N=6 **
More likely (Net)	71%	71%	69%	75%	68%
Much more likely	39%	31%	42%	37%	30%
Somewhat more likely	32%	40%	27%	37%	38%
Neither more nor less likely	21%	16%	23%	18%	32%
Less likely (Net)	8%	13%	7%	7%	0%
Somewhat less likely	5%	13% D	5%	1%	0%
Much less likely	3%	0%	3%	6%	0%

Table Base: PARENTS THAT REQUIRE CHILDCARE

QS3Q6: How much do you agree with each of the following statements?

When both parents have to work, their children have to become more self-reliant and independent.

	All qualified respondents A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1092	N=174	N=284	N=279	N=303
Total (Unweighted)	N=1092	N=105	N=259	N=343	N=327
Agree (Net)	83%	72%	79%	86% Bc	88% BC
Strongly agree	34%	30%	34%	37% e	29%
Somewhat agree	50%	41%	45%	49%	59% BCD
Disagree (Net)	12%	21% DE	17% DE	8%	7%
Somewhat disagree	10%	18% DE	13% DE	6%	6%
Strongly disagree	2%	2%	4% E	2%	1%
Not at all sure	5%	8%	4%	6%	5%

Table Base: U.S. RESPONDENTS

QS3Q6: How much do you agree with each of the following statements?

Parents should play an equal role in caring for children, even if it means taking some time away from their jobs.

		Generation (Age)			
	All qualified respondents A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1092	N=174	N=284	N=279	N=303
Total (Unweighted)	N=1092	N=105	N=259	N=343	N=327
Agree (Net)	88%	86%	82%	89% C	93% C
Strongly agree	51%	47%	54%	51%	53%
Somewhat agree	37%	40% c	28%	37% C	39% C
Disagree (Net)	10%	13% E	16% DE	9% E	4%
Somewhat disagree	6%	4%	13% BDE	6% E	2%
Strongly disagree	3%	9% CDE	3%	3%	1%
Not at all sure	3%	1%	3%	3%	4%

Table Base: U.S. RESPONDENTS

QS3Q6: How much do you agree with each of the following statements?

Parents today don't seem as willing to sacrifice for their children as parents did in the past.

	All qualified respondents A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1092	N=174	N=284	N=279	N=303
Total (Unweighted)	N=1092	N=105	N=259	N=343	N=327
Agree (Net)	62%	65%	65%	63%	58%
Strongly agree	30%	33%	34% e	32%	26%
Somewhat agree	32%	32%	31%	31%	32%
Disagree (Net)	31%	30%	30%	31%	31%
Somewhat disagree	18%	19%	12%	19% c	21% C
Strongly disagree	12%	11%	18% dE	12%	10%
Not at all sure	7%	5%	5%	6%	11% CD

Table Base: U.S. RESPONDENTS

QS3Q6: How much do you agree with each of the following statements?

When both parents work, their children are more likely to get into trouble.

	All qualified respondents A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1092	N=174	N=284	N=279	N=303
Total (Unweighted)	N=1092	N=105	N=259	N=343	N=327
Agree (Net)	51%	57% e	56% E	50%	45%
Strongly agree	18%	23% e	21% e	17%	14%
Somewhat agree	33%	33%	35%	33%	31%
Disagree (Net)	39%	36%	34%	40%	45% C
Somewhat disagree	28%	26%	23%	28%	35% Cd
Strongly disagree	11%	10%	12%	13%	10%
Not at all sure	10%	8%	9%	10%	10%

Table Base: U.S. RESPONDENTS

QS3Q10: How influential are your childcare needs on your current employment situation (e.g., employment status, employer choice)?

	All qualified respondents A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=298	N=47 *	N=160	N=85 *	N=6 **
Total (Unweighted)	N=286	N=29 **	N=145	N=106	N=6 **
Influential (Net)	69%	93% CDE	70% DE	56%	23%
Very influential	25%	27%	27%	20%	23%
Somewhat influential	44%	66% cDE	43% e	36%	0%
Not influential (Net)	31%	7%	30% B	44% BC	77% BC
Not very influential	13%	7%	16%	12%	9%
Not at all influential	18%	0%	14% b	32% BC	68% BC

Table Base: PARENTS THAT REQUIRE CHILDCARE

QS3Q11: For the other parent or guardian that takes care of your child, how influential do you think your childcare needs are on their current employment situation (e.g., employment status, employer choice)?

	Generation (Age)				
	All qualified respondents A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=298	N=47 *	N=160	N=85 *	N=6 **
Total (Unweighted)	N=286	N=29 **	N=145	N=106	N=6 **
Influential (Net)	65%	86% CD	64%	56%	91%
Very influential	27%	24%	28%	27%	23%
Somewhat influential	38%	62% CD	35%	29%	68%
Not influential (Net)	29%	12%	31% b	36% B	9%
Not very influential	16%	11%	20%	12%	9%
Not at all influential	13%	1%	10%	24% BC	0%
N/A - There is no other parent or guardian that takes care of my child.	6%	3%	6%	8%	0%

Table Base: PARENTS THAT REQUIRE CHILDCARE

QS3Q12: How influential is your current employment situation (e.g., employment status, employer choice) on your decision about whether or not to have a child?

	All qualified respondents A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=771	N=141	N=268	N=242	N=112
Total (Unweighted)	N=761	N=84 *	N=250	N=303	N=114
Influential (Net)	45%	64% DE	59% DE	32% E	18%
Very influential	15%	16% e	21% DE	12%	6%
Somewhat influential	30%	48% DE	38% DE	20% e	12%
Not influential (Net)	55%	36%	41%	68% BC	82% BCD
Not very influential	19%	20%	22%	16%	16%
Not at all influential	36%	16%	19%	52% BC	66% BCD

Table Base: WORKING, LOOKING FOR WORK, HOMEMAKER