

## Measurement Plan - Child Care Benefits Survey

### Legend:

- **Yellow highlights:** Required company specific updates
- **Blue highlights:** Optional survey updates
- **Pink highlights:** Important reminders for analysis

### Sample introduction:

**Note:** A sample survey introduction is provided below, but is not required and may be edited

At **[company]**, we're constantly striving to provide working parents with the support they need to succeed, which is why we are embarking on a meaningful project to study our **child care benefits**. This survey is designed to understand the impact of these benefits on our team, and we are eager to hear from you.

### Why your story is invaluable

Your unique insights and experiences are what truly matter in this project. We want to understand how our child care benefits have made a difference in your life.

### Your privacy and anonymity

Your privacy is a priority in this effort. The survey is entirely **confidential**, and we will not collect or share any personally identifiable information. Your responses will remain **completely anonymous**. Furthermore, we will only receive the survey results in an aggregated format to ensure your privacy every step of the way.

### Key details

**Purpose:** To gain a deeper understanding of how child care have positively impacted your life.

**Estimated time:** The survey is designed to be quick and should take less than 10 minutes to complete.

**Survey deadline:** The survey will remain open until **[deadline]**

### Make your voice heard

We understand that your time is precious, and we genuinely appreciate your commitment to making **[company]** an even better place to work. If you have any questions or need further information, please don't hesitate to reach out.

Thank you for sharing your unique story with us. Your voice is invaluable, and together we can create a brighter future for all working parents.

## Screener questions

1. Do you currently care for any children **under the age of 13** (including biological children, adopted children, stepchildren, foster children, etc.)?

- Yes
- No

**Note:** Adjust age range as needed if child care benefits only extend to children of a certain age

**Note:** Data from respondents who select “No” **should be excluded from analysis**

2. Have you utilized the **[company benefit(s)]** in the past three months?

- Yes
- No

**Note:** Replace [company benefit(s)] with your organization’s child care benefit offering(s). If your organization offers more than one child care benefit, list them. Examples of benefits that should be included are: child care stipends, onsite child care, backup child care. Examples of benefits that should **not** be included are: paid parental leave, dependent care FSAs, employee assistance programs, other types of care (e.g., elder care)

**Note:** Data from respondents who select “No” **should be excluded from analysis**

**Note:** If possible with preferred survey platform, respondents that select “No” to questions 1 and 2 should branch out to end of survey

## Role Description Section

3. Which of the following best describes your current leadership responsibilities at **[company]**?

- I don’t manage anyone
- I manage employees
- I manage employees who manage other employees
- I am a senior leader in my organization

4. What is your approximate annual income at **[company]** (including any wages, salary and/or bonus)?

- \$0 - \$30,000
- \$30,001 - \$60,000
- \$60,001 - \$90,000
- \$90,001 - \$120,000
- \$120,001 - \$150,000
- \$150,000+

**Note:** If needed, adjust income ranges to better reflect your organization (ensure there are 6 options)

## Retention and Productivity section

Displayed text at top of screen:

*PLEASE NOTE:*

*[Company's] child care benefits include:*

- *List of benefits*

**5. Do you agree or disagree with the following statement:**

**In the past twelve months, I have considered leaving [company] or cutting back on hours due to my child care responsibilities**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**6. Do you agree or disagree with the following statement:**

**All else equal, the child care benefits offered by my company have better enabled me to stay in the workforce or avoid leaving the workforce**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**7. In the past three months, which of the following challenges have you avoided because of your child care benefits and approximately how often?**

- Unexpected absences
- Late arrival or early departure from work
- Being distracted or unproductive at work
- Having to rearrange my work schedule
- Having less capacity for work

*Matrix, for each question above:*

- 0 times
- 1 to 2 times
- 3 to 4 times
- 5 to 6 times
- 7 to 8 times
- 9 to 10 times
- More than 10 times

## Job Satisfaction and Career Progression section

**Note:** While we encourage the inclusions of Job Satisfaction and Career Progression questions to understand the full impact of child care benefits, they are not necessary to run the ROI calculation

Displayed text at top of screen:

PLEASE NOTE:

[Company's] child care benefits include:

- List of benefits

8. On a scale of 1-5, how likely would you be to recommend [company] as an employer?

- 1-5 (extremely unlikely to extremely likely)

9. On a scale of 1-5, how would you describe your overall level of job satisfaction?

- 1-5 (extremely unsatisfied to extremely satisfied)

10. Do you agree or disagree with the following statement:

All else equal, I believe my career has been positively impacted because of the child care benefits offered by [company]

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

11. Which of the following positive impacts have you experienced at [company] because of your child care benefits?

All else equal, my child care benefits have allowed me to...[select all that apply]

- Accept a work relocation
- Move to a different role or function in the organization
- Accept work-related travel
- Earn a promotion
- Accept a promotion
- Take on a challenging assignment
- Receive higher salary increases or bonuses
- Find a satisfactory career path
- Participate in diversity networks and other developmental activities
- Find career satisfaction
- Other
- None of the above

12. Within the past three years, have you earned and/or accepted a promotion?

- Yes
- No
- Unknown

13. Do you have anything to add about the impact of [company's] child care benefits on your personal life, career, or job satisfaction?

- Open response