



Study Confirms the Business Case for Employer-Sponsored Child Care

(October 22, 2008 – Watertown, MA) A comprehensive study released today by The Consulting Practice at Bright Horizons Family Solutions reveals that child care is among the most important workplace benefits for families with two working parents. Among the many compelling findings, the study, which is the latest in the consulting practice's decade-long series of research initiatives, indicates that one in four parents using work-site child care have actually turned down or not pursued a job change because of the lack of work-site child care.

With the number of families with two working parents at an all-time high, the report proves that high-quality, reliable work-site child care is an important benefit employees depend on to be productive and present at work. In return for this benefit, they are rewarding their employers with their loyalty and commitment, with one survey respondent saying, "Having a child care facility here is why I have chosen not to look for work at other companies."

The key findings include:

- 94 percent of parents using full-service child care centers say that work-site child care would affect their decision to make a job change
- 68 percent say that workplace child care was important in their decision to join their company
- 91 percent of women say access to on-site child care was important in their decision to come back to work with their present employer after the birth or adoption of a child, with 68 percent saying it was very important
- 90 percent of parents using full-service centers say that access to a work-site child care center positively affects their ability to successfully concentrate on the job and be productive
- Users of work-site child care were 68 percent more likely to have five to nine years tenure with their organizations than non-center users

Another survey respondent said, "I could not perform my job duties without the child care center. I am able to be the mother I want to be – involved, active – and still be a model employee. When I am at work, I know that my kids are happy and well-cared for; so I can really focus on my work when I'm here."

More than 3,200 parents who participated in a full-service employer-sponsored child care center and more than 800 parents who participated in a back-up child care center sponsored by their employer responded to the survey. The study was compared to a control database of nearly

100,000 respondents from hundreds of employers who had participated in assessment surveys over the past ten years prior to their employer offering any child care benefit.

For employers, the study results support their own evidence around child care's impact on recruitment, retention, absenteeism and productivity. Employers have seen that child care solutions have helped them achieve their business goals and representatives from nearly 400 companies and organizations across all industries signed on to a webinar to review the results.

“When considering many different strategies to recruit and retain top nurses and other health care professionals, it became apparent that offering child care at Virginia Hospital Center would be an advantage for both employer and employee,” said Michael Malone, Vice President of Administrative Services at Virginia Hospital Center. “The released survey data supports the hospital's decision to offer this important benefit to employees which ultimately allows the parent and child to grow and thrive.”

For more information go to: www.brighthorizons.com/lastingimpact. The results of the second phase of the study which focused on the impact of employer-sponsored back-up care will be released during a webinar in November.

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About Bright Horizons Family Solutions

Bright Horizons (www.brighthorizons.com) is the world's leading provider of employer-sponsored child care, back-up care, education, and work/life solutions. The company operates more than 600 child care and early education centers across the U.S., in Europe, and Canada. Bright Horizons serves more than 70,000 children and more than 700 clients worldwide, including more than 95 of the FORTUNE 500 and 75 of the “Best Companies to Work for in America” as designated by *Working Mother* magazine.

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