THE LASTING IMPACT OF EMPLOYER-SPONSORED CHILD CARE CENTERS

Employer-sponsored child care centers support organizations by solving employees’ child care challenges. By providing high-quality, affordable, and conveniently located care, employers eliminate a significant source of worry, stress, and distraction, and as a result benefit from engaged and committed employees who are willing and able to put in their best performances. The following data highlight the broad impact child care centers have on employers and their organizations.

PRODUCTIVITY

- 95% of respondents say employer-sponsored child care enables them to concentrate on the job
- 93% say it enables them to meet job expectations
- 87% of respondents say access to child care enhances their productivity
- 79% say it enables them to volunteer for things not formally required of their job

More than one in seven respondents indicate that they have turned down or not pursued a potential job change in order to maintain access to an employer-sponsored child care center. Of those who turned down a job:

- 68% said that the job offer was for a higher salary
- 69% have worked with their company for 5 years or longer
- 35% are managers

Respondents are 85% less likely to have seriously considered leaving their employer due to child care difficulties in the last six months compared to control group parents.*

“I can’t say enough about the employer-sponsored child care. It is a big reason I came back to work. I don’t think I could have come back without it.”

*Control group represents respondents from Horizons Workforce Consulting’s proprietary survey database of child care needs assessment studies with more than 100,000 respondents over the past fifteen years.
“This is what I have always wanted to find in a workplace, and it is rare, but very beneficial. It not only gives me a better feeling about my employer, but eases my mind on many levels.”

RECRUITMENT
- 84% of respondents who had children when they started at their organization say employer-sponsored child care was important in their decision to join the company.
- More than half of respondents who did not have children when they started at their organization say the availability of child care was important in their decision to join the company.
- 96% of respondents are likely to recommend their employers to other working parents.

RETENTION
- 92% of respondents say that employer-sponsored child care would be important in considering a job change.
- 90% of respondents indicate that employer-sponsored child care makes them more likely to continue to work for their organization.
- 88% of respondents indicate that it was important in their decision to return to work after the birth or adoption of a child.
- 82% of male respondents note the center’s importance in their return to work.

WELL-BEING & STRESS
- 95% of respondents say employer-sponsored child care positively impacts their ability to balance their work and family responsibilities.
- 92% of respondents agree that it positively impacts their overall well-being.
- 91% agree that it helps them to manage their stress levels.

JOB SATISFACTION & ENGAGEMENT
- 95% of respondents say employer-sponsored child care provides them with added flexibility at work.
- 85% say it is important to their job satisfaction.
- 76% of respondents rank it as the best or among the best employer benefit (excluding healthcare).
- 93% of respondents agree that access to employer-sponsored child care makes their employer an “Employer of Choice.”

ABOUT HORIZONS WORKFORCE CONSULTING
Horizons Workforce Consulting partners with employers across industries to increase the effectiveness of their people strategies. To learn more about this study or other studies, please contact Horizons Workforce Consulting at 800-453-9383 or clientservices@brighthorizons.com.

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