



THE LASTING IMPACT OF EMPLOYER-SPONSORED CHILD CARE CENTERS

STUDY SHOWS DEFINITIVE ORGANIZATIONAL VALUE OF OFFERING CHILD CARE TO EMPLOYEES

What's the organizational value of offering an employer-sponsored child care center? Data show it's substantial. Employees are becoming parents when they're older and in senior roles that are costly to replace; and they're gravitating to jobs that are family friendly — and leaving expensive gaps in workplaces that are not. The study shows that employer-sponsored child care is a differentiator, delivering exceptionally engaged workforces and people who want to stay with the company and do their best work.

ABOUT THE STUDY

The Lasting Impact of Employer-Sponsored Child Care Centers offers valuable data about child care as a powerful organizational strategy. Conducted by *Horizons Workforce Consulting*[®], the study looked at responses from 1,903 parents in 300 organizations across multiple industries, all of whom had children at Bright Horizons employer-sponsored child care centers.

"This is the best benefit I have. I'd sooner give up my bonus than give up this on-site child care center."



RETENTION

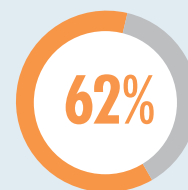
Employees overwhelmingly reported that they're staying with organizations for child care, and are four times less likely to have considered leaving because of child care difficulties*.

- 80% call employer-sponsored child care among the best benefits they have
- 74% are more likely to continue working for their employer
- 94% say employer-sponsored child care would be an important consideration when making a decision about changing employers

Roughly 1/3 of employees turned down/declined to pursue a job change in order to maintain access to an employer-sponsored child care center.
Of those who turned down a job:



SAID THAT THE JOB OFFER WAS FOR A HIGHER SALARY



HAVE WORKED WITH THEIR COMPANY FOR 5 YEARS OR LONGER



ARE MANAGERS

*Control group represents respondents from Horizons Workforce Consulting's proprietary survey database of child care needs assessment studies with more than 50,000 respondents over the past nine years.

RECRUITMENT

Employees are not only accepting jobs with employer-sponsored child care in mind; they're also elevating the image of their organizations as employers of choice.

- 79% call employer-sponsored child care important in their decision to join the company
- 91% are likely to recommend their employer to other working parents because of it

"I took this job, for less overall pay, because of the child care option."

PRODUCTIVITY

Employees with employer-sponsored child care are excelling with the company – and more than 90% credit child care for positively impacting their success at work.

Because of employer-sponsored child care:

- 96% are able to work necessary hours
- 95% are able to concentrate and be as productive as possible
- 94% are able to integrate personal and professional demands

"Having child care sponsored by my employer allows me the ability to really focus while at work. I feel I can be completely dedicated during my work hours and not distracted."

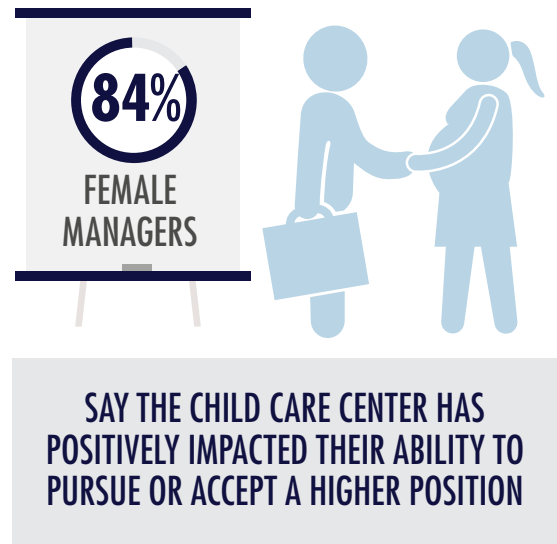
RETURN TO WORK

Employees with child care — both men and women — are coming back to work after a baby, and many say their employer-sponsored center is a significant reason why.

- 90% call employer-sponsored child care important in their decision to return
- 79% report that child care reduces the amount of stress they face in managing their work and personal responsibilities

WOMEN IN THE WORKFORCE

While both men and women credit employer-sponsored child care for their ability to do their jobs, women were especially impacted, with 81% of female managers calling child care important in their decision to join the company.



Working parents are a critical segment of the workforce. At a time when parents are leaving companies that aren't family friendly — and when organizations feel the stakes of positioning themselves against high-profile competitors famous for their cultures — employer-sponsored child care is proving to be a substantial differentiator; one that offers decisive gains for employers in recruitment, retention, and productivity, as well as in engaged, committed employees.