

How to Use:

This tool provides guidance on how to develop a survey to assess the child care needs of your employees. This is a highly suggested step before identifying and moving forward with solutions to ensure that your approach is a match for your employees' needs. You will need to create survey questions to meet your organization-specific context. If you would like tailored support for this process, [EPIC](#) can help.

Survey Background

Background information will give employees context on why they should complete the survey. This section can be customized to align with employer goals and resonate with employees.

Sample text:

We are exploring the need for child care solutions for employees, and your input is essential to this process. By completing this survey, you'll help us assess the demand for child care supports among our workforce and inform our decision-making.

We encourage all parents, guardians, and caregivers of young children and those anticipating expanding their families who are employed at [\[organization\]](#) to participate. Your feedback will help us determine the potential impact of a child care solution on our employees' well-being and [\[organization's\]](#) overall success.

Your responses will be kept confidential and will only be used in aggregate form to inform our decision-making process.

Thank you for your time and participation.

Suggested Survey Sections and Content

Introduction

Child Ages

Current Care Utilization

Desired Solutions

Productivity and Employee Wellbeing

Optional Demographic Questions

Introduction

This section acts as both a demographic collector and survey branching mechanism, determining which questions each respondent sees next. The main goals of this section are:

- Gathering basic employment information:
 - Work location/department
 - In-person vs remote work frequency
 - Schedule type (full- vs. part-time)

- Additional schedule details
- Screening respondents by identifying if the employee :
 - Has children under 13
 - Does not have children currently but plans on expanding their family
 - Has special circumstances (children 13+ with disabilities)

This information is used to route respondents to appropriate survey sections (i.e., send expecting parents with no other children to “Desired Solutions”), understand work context that affects child care needs, and establish baseline data for analyzing responses.

Child Ages

This section serves two main purposes, to identify how many children under 13 are in employee households and what their ages are. Include “Currently expecting a child” as an option to identify whether parenting employees are expecting to have additional children.

It may be helpful to add a disclaimer to this section to state that this information is anonymous and will only be shared in a summary overview of child care needs.

Current Care Utilization

The Current Care Utilization section aims to understand employees' existing child care arrangements and challenges to inform potential solutions. Questions should cover:

- Types of care currently used
- Satisfaction level with current care
- Top challenges with current arrangements
- Cost of care

The data helps identify the most common care arrangements, key pain points to address, cost burdens on employees, gaps between current and ideal care situations, and areas where employer support would be most valuable.

Desired Solutions

The Desired Solutions section aims to identify ideal child care arrangements to inform employer-provided solutions. Questions should cover:

- Preferred future care options
- Main barriers to accessing preferred care
- Top priorities for child care solution
- Interest in workplace-proximate care
- Preferred employer support options
- Location preference (near home vs work)
- Factors affecting the likelihood of using workplace care

This data helps match potential solutions to employee preferences and constraints while identifying key features needed for high utilization.

Productivity and Employee Wellbeing

The Productivity and Employee Wellbeing section aims to quantify how child care challenges impact work performance and retention while identifying potential benefits of employer support. Consider asking about:

- Likelihood of leaving/reducing hours due to child care issues
- Frequency of workplace disruptions in the past 3 months
- Success in balancing work/family commitments
- Expected benefits of employer child care support

This data helps build the business case for child care support by documenting productivity impacts and potential ROI of child care solutions.

Optional Demographic Questions

The Optional Demographic Questions section aims to identify patterns in child care needs across different employee populations while maintaining privacy. Questions should include:

- Age range
- Gender identity
- Race/ethnicity
- Primary home language
- Household size
- Annual household income

This data helps to ensure solutions serve diverse employee needs and identify potential disparities in access or impact. It may also help guide communication and outreach strategies, support internal equity initiatives, and highlight whether income-based support options may be needed.

Other Tips

Survey Objectives

- Identify key decisions that will be made using the data
- Determine target audience segments
- Set a realistic timeline for data collection and analysis

Survey Design

- Use survey logic to guide respondents to answer the sections that apply to them
- Limit options for each question (ideally 5-7) and include an "Other" option
- Ensure skip logic accommodates required questions
- Create opportunities for open-ended responses but remember that they will require more time to process