



catapillr

Working Parent Survey
2019

Executive Summary

Catapillr surveyed working parents to understand the pressures they face in managing their home & work lives. The study focused on attitudes towards employer support for childcare and if they would like to see a new childcare specific employee benefit be made available to them.

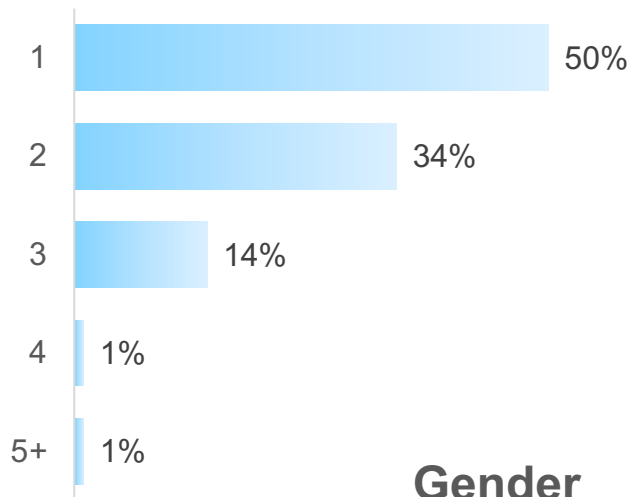
The survey confirmed support for the new Catapillr **Childcare Cash Advance Scheme**:

- More than three quarters of all respondents felt their employer could do more to help with childcare costs.
 - 81% would be interested in a new childcare employee benefit that provided a greater number of uses but still connected to existing government schemes.
 - 63% would like the new benefit to be offered as part of a cash advance scheme.
 - More than one third of respondents make 3 or more payments to childcare providers each month.
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Demographics

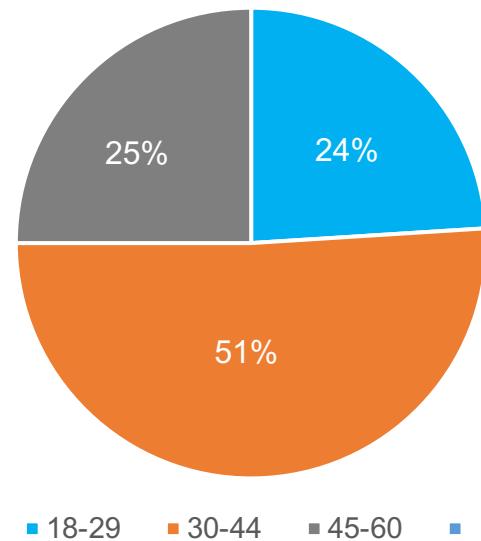
Number of Children



Gender

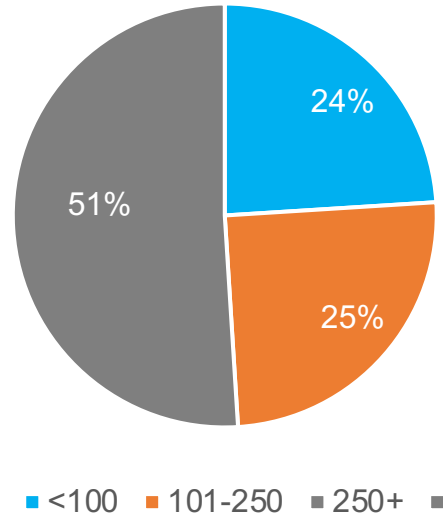


Age

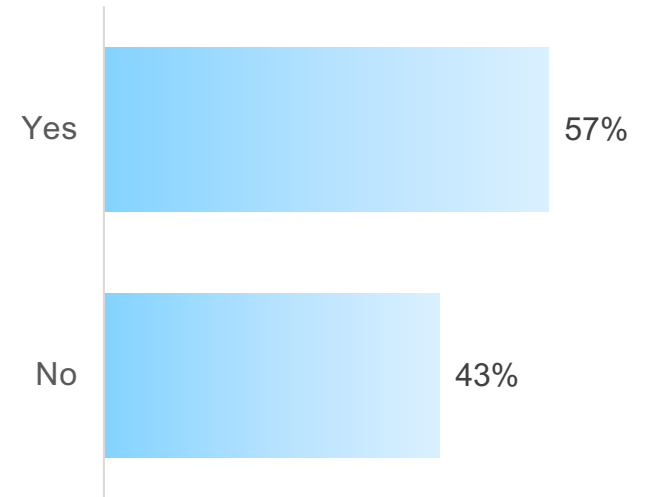


Employer dynamics

Size of company



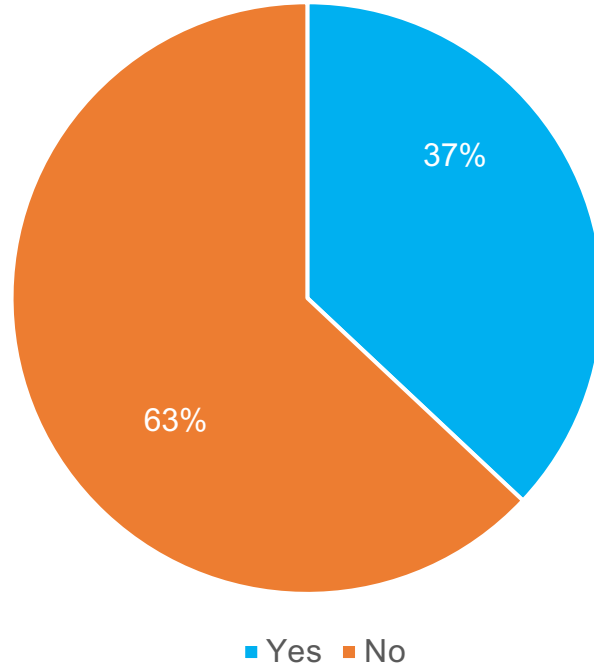
Does your employer offer a benefits package?



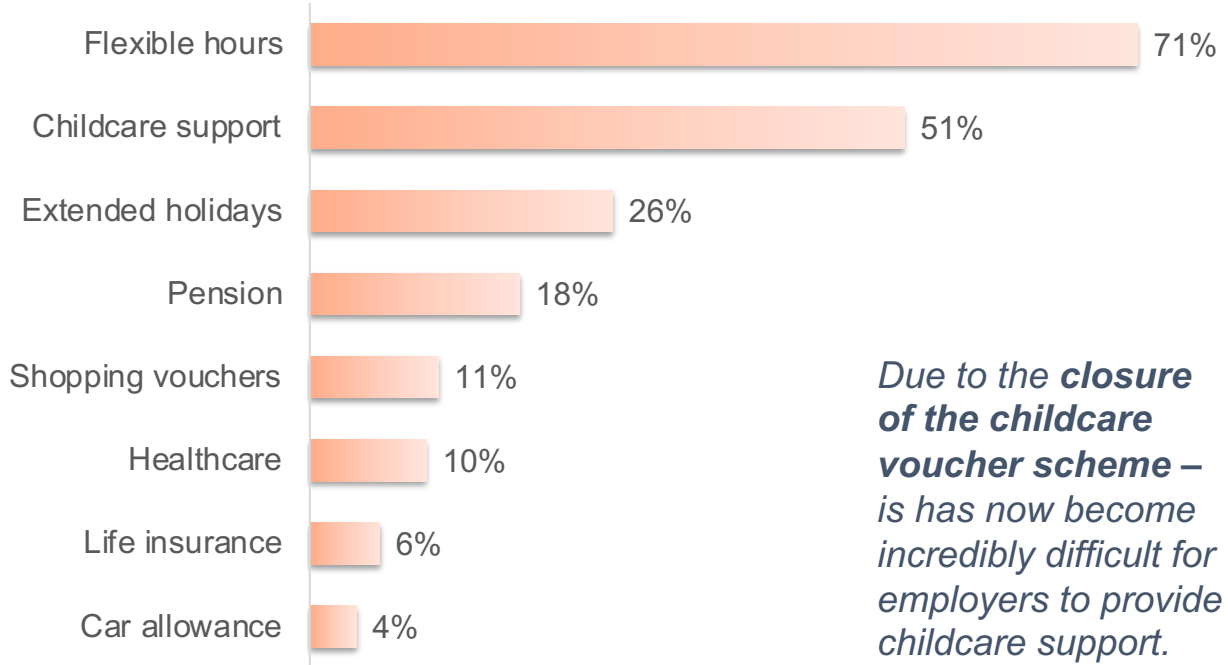
Take up has been very slow for Tax-Free Childcare but numbers are on the increase.



Do you have a Tax-Free Childcare account?



Two most helpful benefits



*Due to the **closure of the childcare voucher scheme** – is has now become incredibly difficult for employers to provide childcare support.*

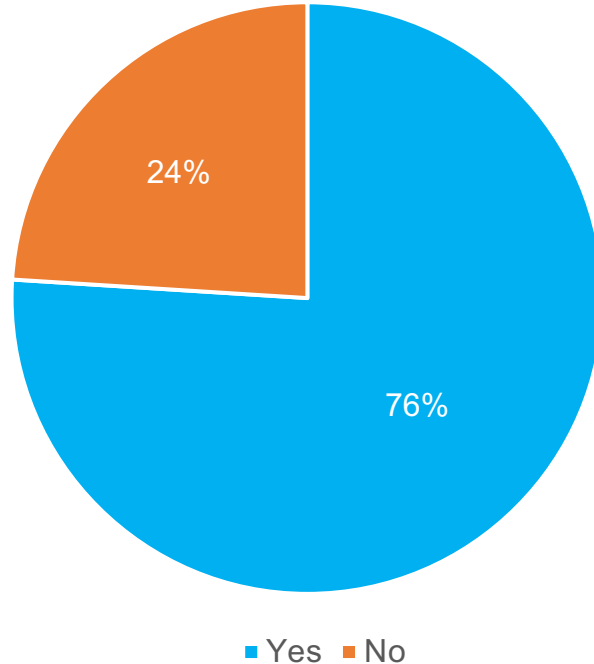
Not surprisingly, the two most popular benefits sort by working parents were flexible hours & childcare support.



Over three quarters of respondents would like help & assistance from their employer with their childcare costs.



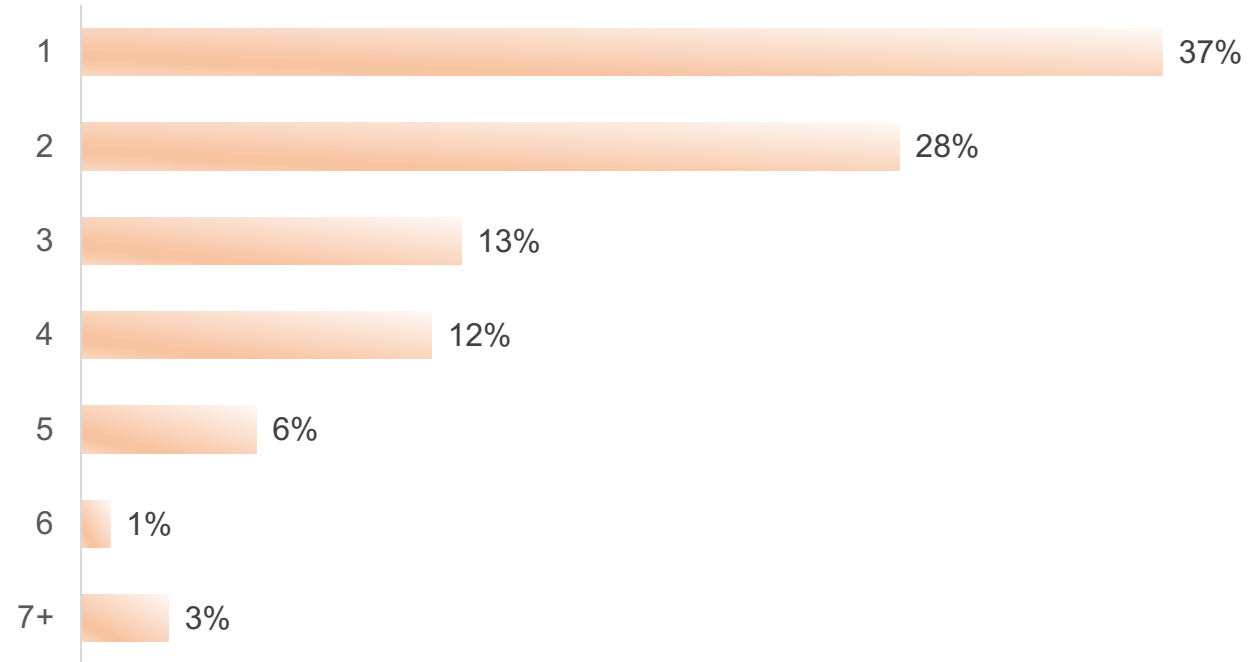
Do you think your employer could do more to help you with your childcare costs?



More than one third of respondents make 3 or more payments to childcare providers each month.



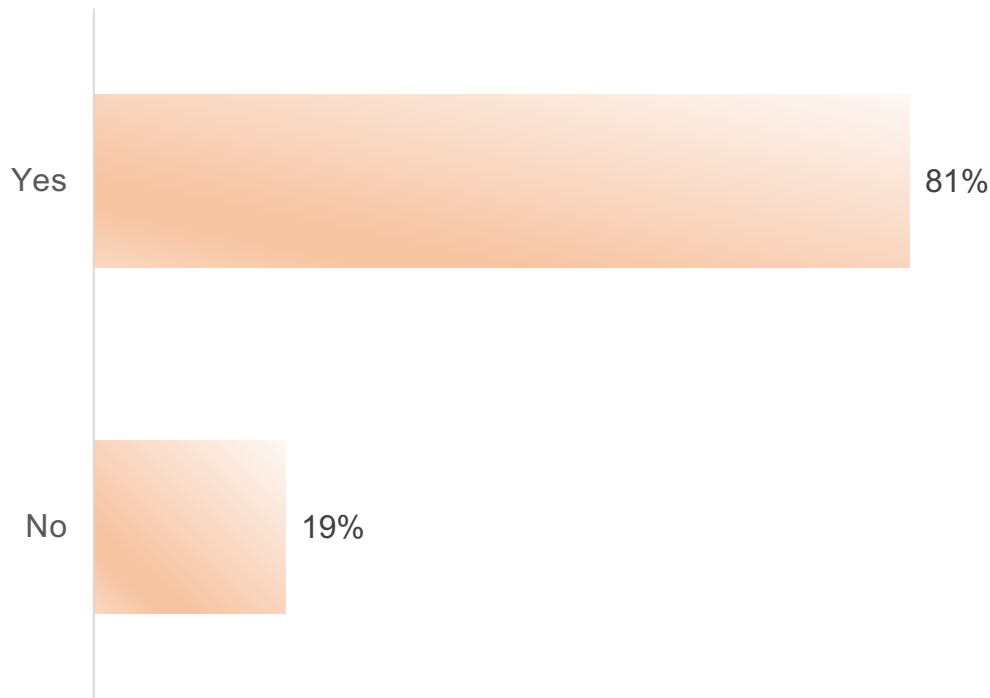
Average number of payments to childcare providers per month



Our solution not only facilitates employer led childcare support but our scheme can connect with a Tax-Free account and be used with a wider number of childcare & children's activity providers.



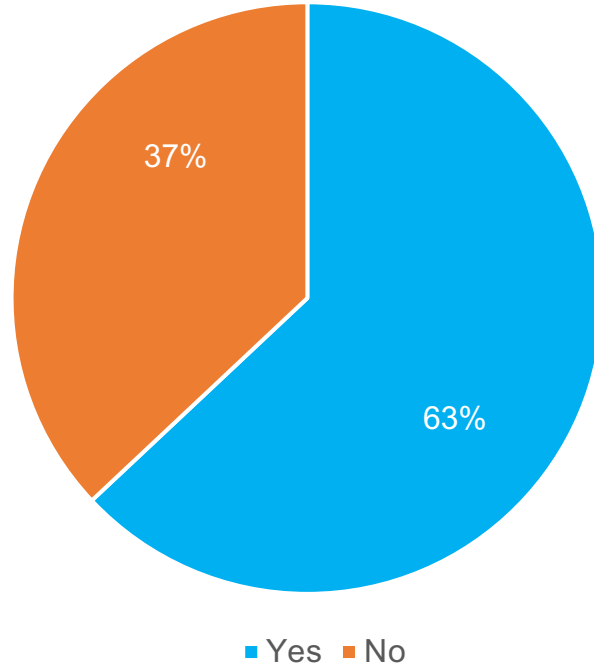
Would you be interested in a new employee benefit to help you pay for childcare?



The cash advance would be interest-free, repayable over 12 months and was a popular option with respondents.



If the new benefit was provided as part of a cash advance scheme, is this something you would consider?



Conclusion

It is clear from the survey results that working parents would like a new employee benefit to help with childcare costs.

Our study has found the following attributes of how parents would like this support to be delivered:

- They want their employers to be involved in helping them with their childcare costs.
- They are in favour of an upfront payment to help them manage their childcare.
- They would like the support to be used with a wider number of childcare and children's activity providers.
- The support should be compatible with existing government schemes.



Find our more at [Catapillr.com](https://www.Catapillr.com)

Methodology

Survey undertaken between June & July 2019.

Survey hosted by and sample provided from SurveyMonkey.

300 working parents participated in the survey.

