

This is the first Snapshot survey from the *Personnel Today HR Opinion Panel* which provides an exclusive insight into the views of HR professionals, decision makers and influencers.

The Personnel Today panel is a unique community where members can express their views on HR and business topics, providing them with the opportunity to contribute to engaging and relevant content in Personnel Today magazine and online.



Got something to say?

The Personnel Today HR Opinion panel was launched in October 2009 and has almost 3,000 UK panellists, comprising of HR professionals from across a range of industry sectors, company types & sizes

## Snapshot Survey 1: Employee Benefits Survey 2010

### Key Insights:



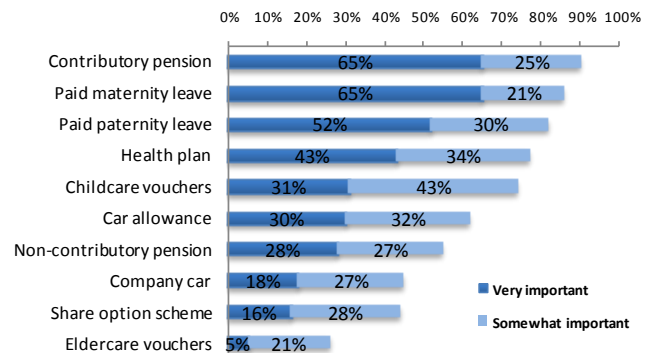
- Contributory pensions, paid maternity and paid paternity leave are considered to be the most important aspects of an organisation's benefits package.
- Around two thirds offer childcare vouchers to employees as it is believed they help to improve an organisation's reputation, retain existing staff & attract new employees.
- HR professionals do not favour the government's intention to scrap tax & national insurance contribution exemptions for childcare vouchers. Many believe that it will make the cost of child care too expensive and that employees will decide that it's not cost effective to work.

### How important are each of the following benefits to your organisation's overall package?

Over half of panellists stated that a contributory pension, paid maternity and paid paternity leave were the most important aspects of their organisation's benefits package.

Around three quarters of the sample (74%) said childcare vouchers were important (31% very important) which was a similar rating to car allowances and non-contributory pensions.

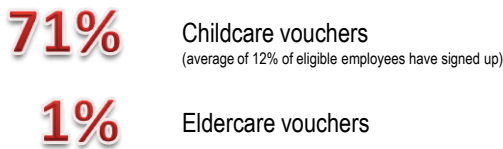
Only a small number of panellists (5%) stated that eldercare vouchers were very important to their organisation's overall benefits package.



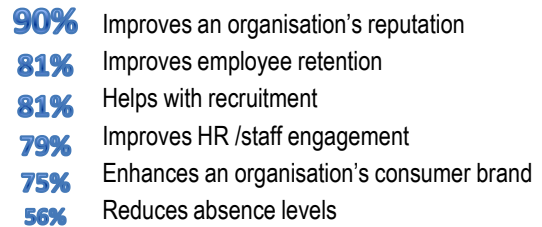
Refer a friend to the HR panel:  
<http://www.personneltoday.com/onlinepanel>

Source: Personnel Today HR Opinion Panel  
Results based on 500 HR professionals

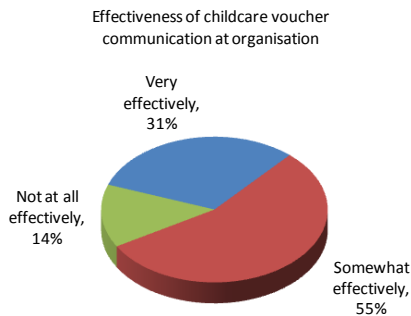
## Voucher Schemes currently offered:



## % agreeing with statements about childcare vouchers



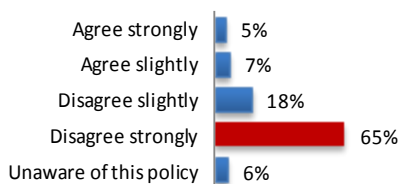
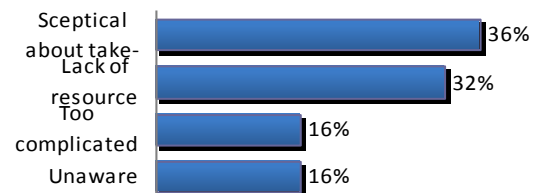
Childcare vouchers were much more likely to be offered to employees compared to eldercare vouchers, with around 12% of eligible employees having signed up. Almost a third of panellists (29%) stated that neither childcare or eldercare schemes were offered as part of their company's overall benefits package. There was a strong belief that childcare vouchers improve an organisation's reputation whilst helping to retain existing staff and attract new employees.



On balance, childcare voucher schemes appear to be well communicated within organisations with the vast majority (86%) saying it was handled very or somewhat effectively.

## Which of the following reasons explain why your organisation does not currently offer childcare vouchers as part of the benefit package?

Of those panellists who work for organisation's that do not currently offer childcare vouchers as part of their overall benefits package, the main reasons appear to be scepticism and a lack of resource to implement. The vast majority (74%) of this group have no plans to implement childcare vouchers in the future, less than one in ten (8% expected to in the last 12 months).



## To what extent do you agree or disagree with the government's intention to scrap tax and national insurance contribution exemptions for childcare vouchers?

There is strong feeling amongst HR panellists against the government's intention to scrap tax and national insurance contribution exemptions for childcare vouchers, with a third of the sample (35%) stating that this will greatly impact on their organisation's provision of such a scheme.

*"It will increase the barriers to women returning to and remaining in work after child birth"*

*"Many employers will scrap the scheme, and therefore increase the costs of childcare for parents. This then may have a knock on effect for those that earn low salaries, who may then decide that they can't afford to work."*



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