



Be a Local Child Care Champion

# Customizable Parent & Community Survey

There are many ways to connect with families in your area to encourage them to complete your survey. You may consider reaching families and community members on local social media pages or online community groups. Hanging up fliers with a QR code to the survey in local gathering places such as schools, libraries, or coffee shops is also an option.

Below you'll find an email message template that introduces your survey to local families as well as sample survey questions.

## Email Template

[COMMUNITY GROUP NAME] wants to understand how local families are impacted by child care in [COMMUNITY]. It's a complicated issue, and we can't meaningfully improve people's access to high-quality, affordable child care without getting to know what our neighbors are experiencing. That is why we want to hear directly from you, and ask:

- › How has your family and/or career been impacted by your past or present child care arrangements?
- › What are the biggest barriers you have faced when looking for child care?
- › Where do you see opportunities for families to be better supported in managing their child care needs?

Your voice matters! So please complete this short survey [LINK TO ONLINE SURVEY] by [DEADLINE].

[The survey is anonymous and your personal responses will not be shared publicly.] Your feedback will be combined with other responses to reveal the experiences and needs of families in our area. If you have any questions about this survey, please contact [TEAM CONTACT] at [CONTACT INFO].

Interested in doing even more? Contact [COMMUNITY GROUP NAME] at [CONTACT INFO] to learn how you can get involved today!

Thank you for doing your part to strengthen our community.

## Sample Survey Questions

**How many children do you have that need child care?**

**What type of child care do you currently use?  
Choose all that apply.**

- ☐ Group/center-based child care
- ☐ In-home/family care
- ☐ Camp
- ☐ Before/after school program
- ☐ Head Start
- ☐ Nanny
- ☐ Babysitter
- ☐ Family member or friend
- ☐ Preschool
- ☐ Other (please describe):

**How satisfied are you with your current child care arrangement?**

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

**What is working well with your current child care arrangement?**

**What could be improved about your current child care arrangement?**

**What are the biggest challenges you face when looking for child care?**

- ☐ Availability of spots
- ☐ Cost
- ☐ Convenience of location
- ☐ Dependability/reliability
- ☐ Quality of care
- ☐ Scheduling
- ☐ Flexibility
- ☐ Need for child care outside of traditional hours
- ☐ Safety concerns
- ☐ Care that aligns with my language and/or culture
- ☐ Qualified support for my child's special needs and/or neurodiversity

**Have you ever had trouble finding child care that meets your needs? Why or why not?**

**What additional support or resources would be helpful to you in managing child care?**

**Do you have any other comments about child care?**

The Department of Children and Families is an equal opportunity employer and service provider. If you have a disability and need to access services, receive information in an alternate format, or need information translated to another language, please call the Division of Early Care and Education at 608-422-6002. Individuals who are deaf, hard of hearing, deaf-blind or speech disabled can use the free Wisconsin Relay Service (WRS) – 711 to contact the department.