

Joint Childcare Service Technical Report

HMRC Research report 588

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1 Survey methodology

1.1 This technical report accompanies the Joint Online Childcare Service Customer Experience Study report. IFF Research were commissioned to deliver a new tracker to measure the customer experience by both parents and childcare providers of the joint online childcare services as it was rolled out. This chapter focuses on the overall methodology, sample design and response rates.

Methodology

1.2 The joint online childcare service customer experience comprised of two main components:

- **Online survey of parents** with experience of the childcare service: parents were asked about their experience of the application process for the joint childcare services, ease of using their online account, contact with HMRC, their overall impressions of the service and the impact it has had on them and their family. Five waves of data were collected with parents.
- **Online survey of childcare providers** offering childcare services under the joint childcare services scheme: providers were asked about their experience of setting up as a joint childcare service provider, experience around payments for those involved in Tax Free Childcare (TFC), contact with HMRC and parents and overall impact for their business. Data for providers was collected at waves 1, 3 and 5.

Sample design

Parents

1.3 To be eligible for inclusion in the parent sample households had to have:

A 'green' eligibility response showing 1, 2 or 3. This meant that as a household at some point they had an eligible account. It did not necessarily mean they were still eligible.

And, either:

A 'live_flag' showing 1, 2 or 3. This meant that they had an account within their eligibility dates (i.e. they were able to make TFC payments and/or had a completely valid 30 hours code). These parents might have only applied within the last three months or might have successfully reconfirmed their account; or

A 'recent_ep_end' date of or after 90 days prior to when the original sample was drawn. All people that had a 'recent ep end date' would have gone out of eligibility – i.e. they had not reconfirmed when they should have done. This provided the date that their last eligibility window ended. This date would have been three months prior to the date that childcare service systems eligibility was checked. This meant that the parent could not accrue new TFC benefits but were

likely to still be within the ‘grace period’ for 30 hours free childcare – i.e. a provider would still be able to claim 30 hours funding for their child.

1.4 Additionally the following groups were excluded from the study:

- Anyone who had been previously selected for any childcare service research; or
- The 30 hours free childcare evaluation being conducted by DfE.

1.5 This approach established in wave 2 was slightly different from wave 1 – no exclusion was made on recent ep date, but this was needed to ensure that understanding of reconfirmation was being assessed without including parents who had lost touch with their childcare service account or were now completely disengaged. The approach was used for all subsequent waves. While wave 4 followed this sampling approach it included an additional element of a boost for parents who only had children aged 5 and had applied for TFC.

Providers

1.6 With limited information held on providers that could be used to develop a sampling design as with parents, HMRC provided simple random samples of providers large enough to target a sample of 1,000.

1.7 Samples were analysed to identify providers that were part of a chain versus those who were sole entities, for example nannies and childminders.

Response rates

1.8 Table 1.1 breaks down the number of complete interviews for both parents and providers at each wave in which they were sampled, together with the response rate.

1.9 The response rate for parents averaged 18% across the five waves, reaching a high of 20% at wave 4 and a low of 15% at wave 2.

1.10 The response rate for providers was a little lower, averaging 12.5% across the three waves. The response rate was more consistent than that for parents.

Table 1.1 Breakdown of responses each wave

	Parents		Providers	
	Number of completes	Response rate (%)	Number of completes	Response rate (%)
Wave 1 Mainstage (Oct. – Dec. 2017)	4,752	19%	1,058	12%
Wave 2 Mainstage (Feb. – May 2018)	1,886	15%	N/A	

Wave 3 Mainstage (July – Oct. 2018)	1,464	19%	742	13%
Wave 4 Mainstage (Jan.– March 2019)	1,236	20%	N/A	
Wave 5 Mainstage (Nov. 2019 – Jan. 2020)	1,020	17%	737	12%

2 Questionnaire and survey design

- 2.1 This chapter looks at the development and structure of the parent and provider questionnaires. It, also, provides details about the cognitive testing and pilot stages that were used to refine and finalise the questionnaires.
- 2.2 The final questionnaires from wave 5 for the parent and provider surveys can be found in Appendix A.

Coverage of research questions

- 2.3 The following research objectives were used as a starting point for the first draft of the questionnaires:
- **Gather early insights into customers' experiences to understand their ease of interacting with guidance, systems and processes.** *Did parents perceive the process to be simple, flexible and secure?*
 - **Identify the range of customer journeys.** *Providing insight into what was working well / not very well and focusing on identifying areas for improvement.*
 - **Identify unexpected or unintended customer interactions or behaviours (including compliance issues).** IFF Research's wide ranging experience of work for HMRC (often on compliance issues) ensured the ability to provide insight on whether there was a need for system or process change in response or if there were levers that would nudge customers towards desired behaviour.
 - **Explore parents' perceptions around the affordability of childcare.** *Also exploring the extent to which TFC and/or 30 hours free childcare encouraged/supported parents to work or work more hours and/or changed their use of paid childcare.*
- 2.4 Using the research objectives as the basis, the parent and provider questionnaires were developed in collaboration with HMRC and DfE.
- 2.5 As the research was designed to track changes in attitudes and behaviour over time, the questionnaires for each wave were kept very consistent with only minor changes between waves.

Questionnaire design

- 2.6 The parent questionnaire was structured as follows:
- Completing the childcare service application
 - Using TFC
 - Using 30 hours free childcare

- Contact with HMRC
- Overall views of the childcare offer
- Demographics

2.7 The provider questionnaire was structured in the following way:

- Opening an account for TFC payments
- TFC payments
- 30 hours free childcare
- Ongoing use of the childcare service account
- Contact with HMRC
- Contact with parents
- Firmographics

2.8 Across the waves, the approach to designing the questionnaires aimed to balance the need to fine tune and evolve the survey based on experience in previous waves or changes to the service and the need to maintain consistency for analysis purposes. This balance was struck by keeping a set of 'core' questions that were largely unchanged across the five waves and adding questions where necessary.

Cognitive testing and Pilot

2.9 Prior to the launch of the mainstage survey, IFF carried out a cognitive testing and piloting of the questionnaire. The main purpose of these development exercises was to identify any areas for improvement in the questionnaire, to ensure the survey was as relevant and engaging as possible and that it was in the best possible shape to collect accurate and reliable data

2.10 Wave 1 consisted of a cognitive testing phase involving ten interviews with parents and ten with providers.

Cognitive testing with parents

2.11 HMRC supplied IFF Research with individualised records of parents who had applied for TFC and/or 30 hours free childcare as part of the trial. This was used as the basis for identifying parents to participate in the cognitive testing.

2.12 Cognitive testing occurred between 5th and 11th August. Six interviews were conducted by telephone and four interviews were completed face-to-face.

2.13 Each interview involved parents going through the online survey live and a researcher asking follow up questions and taking detailed notes of parent feedback. Parents were also asked how they arrived at each of their answers, and about what the specific wording of the questions had meant to them.

Introductory survey text

- 2.14 Overall the introduction was seen to be clear and concise, striking a good balance between providing the information that was needed without putting parents off participating.
- 2.15 One parent noted that she was confused between 'Tax-Free Childcare' and 'Child Tax Credits' and would welcome a clear definition/explanation of each.
- 2.16 One parent suggested that providers should be asked to promote the survey and encourage parents to take part, whilst others noted that financial incentives worked well to encourage response. One parent noted that the advance letter was a good reminder and prompted her to look out for the survey which would otherwise have been lost among her other emails.

Survey design, layout and navigation

- 2.17 Parents felt that the survey was easy to access, navigate and complete; they liked the design and overall colour scheme.
- 2.18 Other comments, that IFF Research was happy to action, included:
- Some felt that a progress bar would be helpful to indicate the number of remaining questions.
 - A few parents noted that they expected the pages to automatically move to the next question, thus an instruction telling them to click 'NEXT' to continue would be helpful.
 - Whilst most parents found the 'hover over' descriptions in B7 useful, it was not very obvious that they were there – it was suggested that an instruction telling them to 'hover over the title to read the full definition' and click on the option to select it would be helpful.
 - Some noted that making it clear that parents would be able to pause and resume the survey at a later point might be useful for busy parents.

Relevance

- 2.19 Overall, parents felt that the survey was relevant and asked the 'right questions'. Small changes and suggestions to wording were suggested.
- 2.20 Another suggested topic/area to ask about was navigation from arriving at the Childcare Service website to the login page as many experienced issues with this.

Cognitive testing with providers

- 2.21 Providers were recruited by telephone for the cognitive interviews, after a tele-matching exercise had taken place to append telephone numbers to the sample provided.
- 2.22 Ten interviews were conducted in total: 3 face-to-face and 7 by telephone, with interviews lasting around 30 minutes on average.
- 2.23 Each interview involved providers going through the online survey live while 'thinking aloud' and a researcher asking questions throughout and taking detailed notes of their feedback. Providers were asked how they arrived at each of their answers, what the specific wording of the

questions had meant to them and what they thought about the survey design, layout and length overall.

2.24 Cognitive testing took place between 18th and 27th September 2017. A mixture of provider types were interviewed including nurseries (2), day nursery (1), childminders (3), pre-schools (3) and a holiday club (1).

Relevance

2.25 Overall, providers felt that the survey was relevant and asking the 'right questions'.

2.26 A few providers noted that they were charities or holiday clubs and thus the application process was slightly different for them (e.g. charities have to request a code to be sent to them via post by the HMRC before they can apply).

2.27 Similarly, providers outside of England and certain types of providers such as nannies, holiday or out of school clubs are not eligible for 30 hours' free childcare, it was therefore important to apply the relevant routing and not ask them about this service.

2.28 Analysis of the pilot questionnaire did not reveal any questions with high drop-out rates or high levels of don't knows. The only exception involved the question asking true/ false statements about knowledge of the childcare services. Providers felt that some of the statements were more relevant to parents than providers. IFF Research worked with HMRC to ensure that the statements included ahead of the mainstage were deemed appropriate.

Survey design, layout and navigation

2.29 Providers who took part in the cognitive interviews noted that the survey was easy to access, navigate and complete.

2.30 Other comments, IFF Research was happy to action, comprised:

- One provider felt that clicking through to start the survey should be automatic.
- One provider also noted that they expected the pages to automatically move to the next question, thus an instruction telling them to click 'NEXT' to continue would be helpful. Again, this was amended in line with the parents' survey.
- A couple noted that some of the option lists were very long (e.g. S2) and involved too much scrolling and recommended perhaps removing / narrowing gaps between answer options. This was also carried out.

Pilot testing

Pilot with parents

2.31 HMRC supplied IFF Research with 4,165 individualised records of parents who had applied for TFC and/or 30 hours free childcare as part of the trial. After the exclusion of 200 records for the cognitive testing the remaining sample was split up into four groups to test response rates.

2.32 The four test groups were used to investigate how best to maximise response rates for the mainstage survey. The treatment of the groups was as follows:

- Group A (standard): participants received a standard email to the survey (without an advance letter) and were not offered a financial incentive. Participants were asked about their experience of *either* TFC or 30 hours (even if they applied for both).
- Group B (letter): participants were sent a hard-copy letter introducing the research in advance of an email invitation. The letter contained a link to the survey that parents could type into an internet browser to complete the survey. Asked about their experiences of *either* TFC or 30 hours (even if applied for both).
- Group C (incentive): Incentive offered on survey completion (£2 children’s charity donation). Asked about their experiences of *either* TFC or 30 hours (even if applied for both).
- Group D (longer): participants received a standard email invitation to the survey (without an advance letter) and were not offered a financial incentive. Those who applied to TFC **and** 30 hours were asked about both to see if increased survey length impacted on response rate.

2.33 The questionnaire design was modular with parents asked about their experiences of signing up to either TFC and/or 30 hours. The survey was conducted online and fieldwork took place between 31st July and 20th August 2017. A total of 795 interviews were completed. A simple non-response weight was applied to realign results making them representative of the starting sample.

2.34 The use of an advanced letter had a marked impact on the response rate. Response rates for each of the test groups are shown in Table 2.1.

Table 2.1 Response rate by parent test group

Outcome	Response rate (%)
Group B - letter	29%
Group C – incentive	18%
Group D – long	17%
Group A - standard	16%

2.35 There were no notable differences in profile of respondents by pilot group (on measurable characteristics).

2.36 Analysis of response rates by scheme usage showed some differences between the scheme status recorded on the sample and that reported by respondents:

- Of those labelled ‘TFC only’ – 95% of respondents stated that they applied for TFC only

- Of those labelled '30 hours only' – 29% of respondents stated that they applied for 30 hours only
- Of those labelled 'both' – 79% of respondents stated that they applied for both

2.37 The online pilot with parents reached the following key conclusions:

- It confirmed that good response rates can be achieved using an online approach.
- Using an advanced letter had a considerable impact on levels of response, but no observable differences in profile of respondents.
- Extending the interview to cover both services had no detrimental effect on overall response rates.

Pilot with providers

2.38 HMRC supplied IFF Research with a sample of providers to contact for taking part in the pilot exercise. All records used for the pilot exercise received an advance letter with information about the research, survey link and details of how to opt out from the research before then receiving an email invite.

2.39 Over a one week period the pilot achieved 64 survey completes, representing a response rate of 10%.

2.40 The sample file did not contain a named contact but it was recommended including this for the mainstage as this was likely to help increase the response rate.

Table 2.2 Pilot sample outcomes

Outcome	No. of respondents	%
Pilot sample available	669	100
Emails delivered	647	97
Emailed opened	248	37
Completed surveys	64	10
Completed surveys who were asked about either scheme	55	8
Asked about TFC	29	
Asked about 30 hours	26	

2.41 Nine providers noted that they did not wish to take part in the survey (6 contacted IFF after receiving the advanced letter, three declined to answer via the first page of the questionnaire) and 2 screened out as they did not know whether their setting is independent or part of the chain.

2.42 The pilot showed that the questionnaire took around 10 minutes to complete on average¹.

¹ This mean average excluded the nine providers who had not signed up to either scheme and so went straight to the re-contact section of the questionnaire. With these providers included, the average was around 8 minutes.

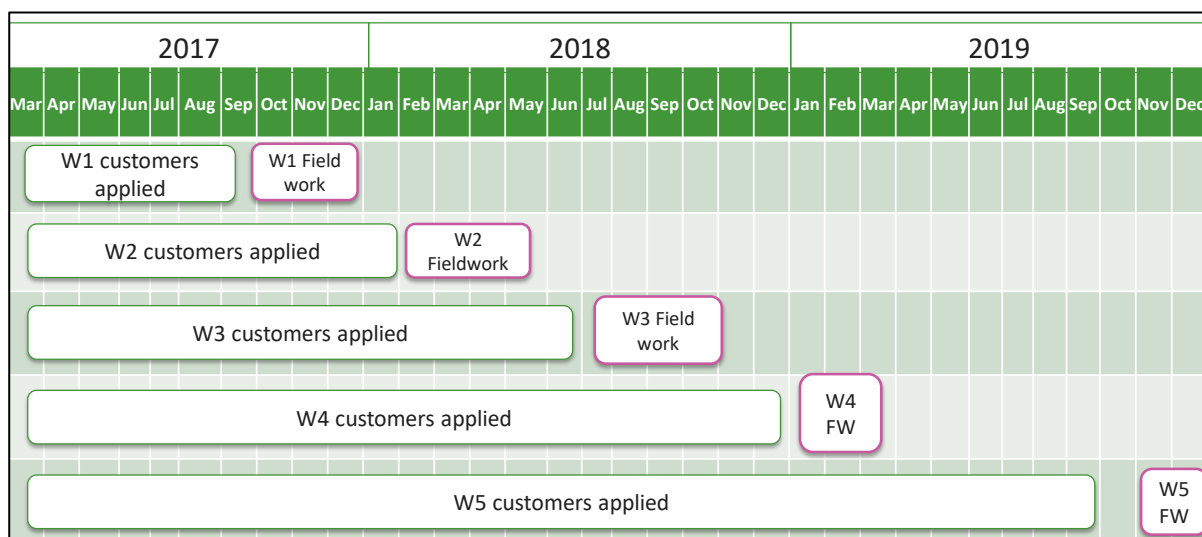
3 Fieldwork management

- 3.1 This chapter outlines the timetable and survey communications carried out ahead of and during each wave of fieldwork.
- 3.2 Copies of all fieldwork documents from wave 5 can be found in appendices B through to D. In terms of style and format they are a good representation of the letters and emails for the preceding waves.

Survey communications

- 3.3 Figure 3.1 sets out the fieldwork schedule for the five waves of parent data, with provider data collected alongside at waves 1, 3 and 5.

Figure 3.1: Fieldwork timings



- 3.4 In advance of each wave of fieldwork, the in-scope sample for both groups (parents and providers) received an advance letter. The letter set out the purpose for the communication (the survey), reasons for taking part, how to take part and the standard disclaimers that participation is voluntary and all contributions completely confidential. Information on how they were chosen to take part, how they could withdraw or who to contact should they have any questions were also included, with contact details for project managers at both IFF Research and HMRC, as well as the Market Research Society. A full copy of the letter template for both parents and providers can be found in Appendix B.
- 3.5 A unique URL was purchased specifically for the parents survey for the duration of the research: www.parentschildcaresurvey.com. The idea was that a URL specific to the project would add further confidence, if necessary, in the research and help with engagement of parents.
- 3.6 The advance letter served as a soft launch for the survey, directing parents to the website they could go to and take part with their unique reference code. Online invitations to take part in the survey were timed to follow four to five days later. The online invitations covered much of the same content, specifically the purpose of the research, the link to take part, confidentiality, how

to opt-out and contact details. The full templates for the survey invitations from wave 5 can be found in Appendix C.

- 3.7 The fieldwork period in each wave lasted approximately four weeks, occasionally it was longer in order to give the maximum number of parents and/or providers the chance to participate. The timetable for each wave built in two reminder letters to go generally in the second and third weeks. The templates for the first reminder and final reminder appear in Appendix D.

4 Weighting and analysis

Weighting the parent data

- 4.1 The parent data had a two-stage weighting scheme applied.
- 4.2 The first stage involved weighting for differential response rate. At each wave differences between the sample provided and achieved interviews were analysed for a wide range of characteristics and where there was a significant difference weighting was applied. The full list of characteristics analysed were:
- Green flag
 - Red flag
 - Amber
 - Reconfirmed
 - Number of children
 - Payments
 - Eligibility
 - Application date
 - Country
- 4.3 The second stage involved weighting to correct for the sampling design. This involved applying interlocking cell weights using a grid that crossed scheme eligibility and whether they were a newer or older applicant (depending on whether their application date was in the final three months before the sample was drawn or predated that three month marker).
- 4.4 The final stage of the weighting process involved multiplying together the first and second stage weights.

Weighting the provider data

- 4.5 As the provider samples were simple random samples no design weight was needed.

- 4.6 There were also only a few characteristics available on the sample to look at in terms of a non-response rate. Comparisons were made between the starting and achieved samples on the available characteristics and a non-response weight was applied where there was deemed to be a deviation in the completed interviews from the sample. Key characteristics where weighting was applied were person versus organisation/ chain and country of provider.

Data processing and coding

Cleaning and editing of data

- 4.7 As the parent and provider surveys were both online surveys, they required little cleaning or editing. After a 'soft launch' of each survey, data checks were run on around 10% of the expected number of completes to make sure that the data looks accurate, that there were no gaps where there should not be any and to make sure that where there was filtering and routing these were working as they should.
- 4.8 Once the survey was completed, the same checks were run on the final data.

Coding

- 4.9 Both the parents and providers questionnaires contained open-ended questions, allowing respondents to provide verbatim responses. These responses were coded by IFF Research's in-house coding team. Often the first stage of coding is to produce a code frame, a list of the most commonly occurring responses given in response to an open-ended question.
- 4.10 Two types of coding were undertaken:
- Partial open-ended questions allowed respondents to enter a response which could not be categorised into a pre-existing response option. For each partial open-ended question, the coding team checked whether any of the verbatim responses given in the 'other specify' category could be coded as an existing response option (an exercise commonly known as back-coding). On questions where the 'other' answer category exceeded 10% of the total number of responses, answers were reviewed, and new codes created if necessary.
 - For full open-ended questions, verbatim responses were reviewed by the coding team and a code frame created out of frequently occurring responses.
- 4.11 Initial coding was reviewed by the research team to check the quality of coders' work in terms of what had been back-coded to each answer category and what new codes had been added to the code frame.
- 4.12 All coded data were incorporated into the final SPSS datafiles for each wave.

SPSS and table outputs

- 4.13 At each wave an SPSS specification file was created setting out all the variables that should be included, the question wording and response options, where these differed from the questionnaire.
- 4.14 The SPSS files were checked by the research teams and once the datafile was agreed it was weighted as set out above. The weighted datafile was checked for accuracy and with the weighting set-up the data was ready for running the weighted data tables.
- 4.15 As with the SPSS files, a table specification was created at each wave. These set out all questions that were to be tabulated, where response options were to be grouped these were set out and any summary statistics such as mean scores were requested. The table specification also set all the cross-breaks – the columns of data against which each question was to be compared, for example newer/ older applicants or male/female.
- 4.16 The final outputs consisted of:
- Parent SPSS datafile – waves 1-5
 - Parent weighted data tables – waves 1-5
 - Provider SPSS datafile – waves 1,3,5
 - Provider weighted data tables – waves 1,3,5

Statistical significance

- 4.17 All survey research involves trying estimate the 'true values' for a population based on a given sample. All estimates of those true values come with an associated margin of error.
- 4.18 The data tables for parents and providers all had statistical significance testing applied. Significance testing helps to identify where differences in the data are large enough such that they are unlikely to have occurred by chance. This means rejecting a null hypothesis, that there is no relationship, and concluding that the observed relationship is statistically significant, thereby inferring the relationship exists in the wider population.
- 4.19 All relationships quoted in the main report are based on statistically significant relationships at a 95 per cent confidence level. This means that if the survey was conducted 100 times that the result would appear in 95 of them.

Appendix A: Questionnaires

Childcare service Customer Experience Survey PARENTS – WAVE 5

S Screener

ASK ALL

S1 **Hello. Thanks for accessing this survey which is being run by IFF Research for HMRC and the Department for Education.**

We are collecting the opinions of parents who have used the childcare service to access Tax-Free Childcare and / or the 30 hours free childcare for 3-4 year olds. We are really keen to get your feedback on how it is working. The information will be used to try to improve the service for you and other parents in the future. You should have received a letter from HMRC letting you know about this research

Our questions should take around 10-15 minutes to answer. Your answers will not affect your application in any way.

How will my answers be used?

HOVER OVER TEXT THAT WILL APPEAR:

IFF Research abides by the Market Research Society (MRS) Code of Conduct which means that the answers you provide us will not be used in such a way that means you can be identified. We will store your survey responses securely. We will pass them in an anonymised form only to HMRC, who will retain the anonymised data for internal research use only. HMRC will not be able to identify any individual from their answers. If you agree to take part in further research, all names and contact details will be deleted at the earliest opportunity by IFF Research – and no more than 18 months from now. You have the right to have a copy of your data, change your data or withdraw from the research at any point.

Where can I find more information?

HOVER OVER TEXT THAT WILL APPEAR:

If you would like to confirm the validity of the survey or get more information about its aims and objectives, then you can contact:

- The Market Research Society on 0800 975 9596 they will be able to confirm that IFF is a genuine research agency
- IFF: Nicholas Mitchell (Nicholas.Mitchell@iffresearch.com) or on 020 7250 3035
- HMRC: Corinne Lewis (corinne.lewis@hmrc.gsi.gov.uk)

Continue	1	CONTINUE
I have not used the childcare service	2	CLOSE
I do not want to take part in the survey	3	

A Completing the childcare service application

ASK ALL

A1 **Firstly, just to check, have you completed a childcare service application for Tax-Free Childcare?**

You would have completed this application if you have a Tax-Free Childcare account.

Yes		1	CONTINUE
No		2	CONTINUE
Don't know		3	CONTINUE

ASK ALL

A2 **Have you completed a childcare service application for 30 hours free childcare?**

You would have completed this application if you applied for a 30 hours eligibility code or are currently receiving 30 hours childcare.

Yes		1	CONTINUE
No		2	CONTINUE
Don't know		3	CONTINUE

FOR ALL

SERVICE_ASK: DUMMY VARIABLE SHOWING SERVICES TO ASK ABOUT, DO NOT ASK

1	Applied for TFC only	A1=1 and A2=2-3
2	Applied for 30 hours only	A2=1 and A1=2-3
3	Applied for both	A1=1 and A2=1
4	Applied for neither	A1=2-3 and A2=2-3

THANK AND CLOSE IF SERVICE_ASK=4

IF APPLIED FOR TFC (SERVICE_ASK=1 OR 3)

A3A Where did you hear about Tax-Free Childcare?

PLEASE SELECT ALL THAT APPLY

Childcare provider	1	
Local authority	2	
Friends and family / other parents (word of mouth)	3	
Parenting websites e.g. Netmums, Mumsnet	4	
Social media (facebook, Instagram, pinterest)	5	
Coverage in media	6	
Employer	7	
Childcare Choices website / GOV.UK	8	
Internet search	9	
Other (please specify)	10	
Don't know	11	

IF APPLIED FOR TFC OR 30 HOURS (SERVICE_ASK=1-3)

A3 Do you have a partner? (You have a partner if you're both at least 16 years old and you are living like a couple)

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

If APPLIED FOR TFC OR 30 HOURS (SERVICE_ASK=1-3). AND TIMESINCEAPP=1 IN SAMPLE.

A4 How did you complete your childcare service application...?
PLEASE SELECT ONE RESPONSE ONLY.

Online on my own	1	
Online with the help from the helpline	2	
Online with help from someone else (e.g. family / a friend)	3	
Over the telephone	4	

IF NOT ABLE TO COMPLETE APPLICATION ONLINE (A4=4)

A5 Why were you not able to complete the application online?

ROTATE CODES 1-4.

MULTICODE

Website was not working e.g. sending error messages, crashing or freezing	1	
I was declined online but found I was eligible when I applied by phone	2	
Found online process complicated and confusing	3	
System wouldn't recognise or accept my details	4	
Other (specify)	5	
Don't know	6	

A6 IF COMPLETED APPLICATION ONLINE (A4=1,2,3) AND IF TIMESINCEAPP=1 IN SAMPLE.
Thinking about your experience of completing the application, how easy or difficult did you find the following stages...?
 PLEASE SELECT ONE RESPONSE IN EACH LINE

	Very easy	Fairly easy	Neither easy nor difficult	Fairly difficult	Very difficult	Don't know
Understanding what government childcare support was generally available	1	2	3	4	5	6
IF SERVICE_ASK=1 or 3: Understanding if I was eligible for Tax-Free Childcare	1	2	3	4	5	6
IF SERVICE_ASK=2 or 3: Understanding if I was eligible for 30 hours free childcare	1	2	3	4	5	6
Finding the application webpage	1	2	3	4	5	6
Setting up the HMRC Government Gateway account (where you confirm your identity)	1	2	3	4	5	6
Completing the childcare service application	1	2	3	4	5	6
Finding out the status of my application	1	2	3	4	5	6

ASK IF TIMESINCEAPP=1 IN SAMPLE.

A6a **Before making your childcare service application for [TEXT SUB: IF SERVICE_ASK 1 = 1: Tax-Free Childcare; IF SERVICE_ASK 2 =2: 30 hours free childcare; IF SERVICE_ASK 3=3: Tax-Free Childcare and 30 hours free childcare, did you visit the childcare choices website?**

PLEASE SELECT ONE RESPONSE ONLY

An image of the website has been provided below.

DS – INSERT CHILDCARE CHOICES SCREENSHOT OF WEBSITE

Yes	1	
No	2	
Don't know	3	

ASK IF TIMESINCEAPP=1 IN SAMPLE.

A6b And before making your application, did you use the childcare calculator?

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

ASK ALL TFC (SERVICE_ASK=1 OR 3)

A7 How satisfied are you with the experience of applying for Tax-Free Childcare?

PLEASE SELECT ONE RESPONSE ONLY

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Don't know	6	

IF DISSATISFIED (A7 = 4 OR 5)

A7a Why were you dissatisfied with your experience of applying for Tax-Free Childcare?

PLEASE TYPE IN YOUR ANSWER BELOW

Don't know	1	

IF APPLIED FOR 30 HOURS (SERVICE_ASK=2 OR 3)

A8 How satisfied are you with the experience of applying for 30 hours free childcare?

PLEASE SELECT ONE RESPONSE ONLY

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Don't know	6	

IF DISSATISFIED (A8 = 4 OR 5)

A8a Why were you dissatisfied with your experience of applying for 30 hours free childcare?

PLEASE TYPE IN YOUR ANSWER BELOW

Don't know	1	

IF APPLIED FOR TFC OR 30 HOURS (SERVICE_ASK=1-3) AND TIMESINCEAPP=1 IN SAMPLE.

A9 Since completing your application, have you received the following in your childcare service account?

PLEASE SELECT ONE RESPONSE IN EACH LINE

DS INSTRUCTION: SHOW CORRESPONDING SCREENSHOT FOR EACH ITERATION

	Yes	No	Don't know
IF SERVICE_ASK=1 or 3: Tax-Free Childcare Welcome Pack (this would have looked something like this)	1	2	3
IF SERVICE_ASK=2 or 3: 30 hours free childcare Welcome Pack (this would have looked something like this)	1	2	3

A9alooop and A9bloop WERE REMOVED BEFORE WAVE 2.

IF APPLIED FOR TFC OR 30 HOURS (SERVICE_ASK=1-3)

A10a Since setting up your account, have you received any messages reminding you to reconfirm your eligibility? This could have been an e-mail, a secure message into your childcare service account or a text message.

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

IF APPLIED FOR TFC OR 30 HOURS (SERVICE_ASK=1-3)

A10b Since setting up your childcare service account, have you logged back into it?

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

IF LOGGED BACK IN (A10B=1)

A10bnw When did you last log back in?

PLEASE SELECT ONE RESPONSE ONLY

Within the last month	1	
Within the last three months	2	
Longer than 3 months ago	3	
Don't know	4	

IF NOT LOGGED BACK INTO ACCOUNT (A10B=2)

A10c Why have you not logged back into your childcare service account since setting it up?

PLEASE SELECT ALL THAT APPLY

DS: ROTATE CODES 1-5.

MULTICODE

Didn't know I needed to / have had no reason to log back in	1	
Issues with login details or password	2	
Tried to but had issues with the website	3	
Have not received a reminder or prompt to do so	4	
Decided not to use it / no longer require it	5	
Other (specify)	6	

A11 - **NO A11** WAS REMOVED AT WAVE 3.

IF LOGGED BACK INTO ACCOUNT AFTER SETTING IT UP (A10B=1)

A12 Since setting up your childcare service account, have you done any of the following?

PLEASE SELECT ONE RESPONSE IN EACH LINE

	Yes	No	Don't know
SERVICE_ASK = 1 or 3: Selected or changed a childcare provider	1	2	3
Changed personal details (e.g. my address / bank details)	1	2	3
Reconfirmed that I was eligible	1	2	3
SERVICE_ASK = 1 or 3: Checked my account balance	1	2	3
SERVICE_ASK = 1 or 3: Paid money into my account	1	2	3
SERVICE_ASK = 1 or 3: Used my childcare service account to make a payment to my childcare provider	1	2	3

IF TIMESINCEAPP=1 AND SERVICE_ASK=1 OR 3

A13 Why have you only recently signed up for Tax-Free Childcare?

MULTICODE

Please select all that apply

DS: ROTATE CODES 1-7.

Change in childcare needs	1
Change of jobs/ hours	2
Only just found out about Tax-Free Childcare	3
Only just realised that I was eligible for Tax-Free Childcare	4
Was receiving vouchers/ tax credits	5
Didn't think it would be worth the effort	6
Had heard bad things about Tax-Free Childcare	7
Other (WRITE IN)	8

B Using TFC

IF NOT RECONFIRMED (A12_3 RECONFIRMATION=NOT 1 OR 3)

B1nw Why have you not reconfirmed your eligibility yet?

PLEASE SELECT ALL THAT APPLY

DS: ROTATE CODES 1-4.

My reconfirmation is not due yet	1	
Tried to but had issues with the website	2	
Have not received a reminder or prompt to do so	3	
Didn't know I needed to	4	
Other (specify)	5	

IF HAVE NOT MADE A PAYMENT (A12_6= NOT 1)

B1a Why have you not made a payment to a childcare provider through your account?

PLEASE SELECT ALL THAT APPLY

ROTATE CODES 1-7.

Payment date hasn't come around yet – I will make a payment once it is due	1	
I haven't selected a provider yet	2	
My chosen provider is not set up to receive Tax-Free Childcare	3	
I set up my account in advance – I'm not planning to use it for a while yet	4	
I tried to make a payment but wasn't able to	5	
I could not work out how to make a payment	6	
I decided not to use Tax-Free Childcare after all	7	
Other (specify)	8	
Don't know	9	

IF DECIDED NOT TO USE TFC (B1A=7)

B2 Why have you decided not to use Tax-Free Childcare after all?

DS: ROTATE CODES 1-3.

I use childcare vouchers and they meet my needs	1	
I use 30 hours free childcare instead	2	
I am not eligible for it	3	
Other (WRITE IN)	4	
Don't know	5	

IF DECIDED NOT TO USE TFC (B1A=7)

B2a What, if anything, would make you more likely to use Tax-Free Childcare in the future?

WRITE IN		
Don't know	1	

B3 - WAS REMOVED AT WAVE 2.

ASK ALL WHO HAVE MADE A PAYMENT (A12_6 = 1)

B4 When you first went to make a payment to your childcare provider, were they already set up to receive Tax-Free Childcare payments or did you have to wait for them to get set up?

PLEASE SELECT ONE RESPONSE ONLY

Yes – they were already set up	1	
No – I had to wait for (some of) them to get set up	2	
Don't know	6	

ASK ALL WHO HAVE MADE A PAYMENT (A12_6 = 1)

B4b When did you last make a payment?

PLEASE SELECT ONE RESPONSE ONLY

Within the last month	1	
Within the last three months	2	
Longer than 3 months ago	3	
Don't know	4	

IF APPLIED FOR TFC OR 30 HOURS (SERVICE_ASK=1-3)

B5loop Thinking about using the childcare service account, how easy or difficult did you find the following...?

PLEASE SELECT ONE RESPONSE IN EACH LINE

	Very easy	Fairly easy	Neither easy nor difficult	Fairly difficult	Very difficult	Don't know	N/A
Logging back into my account	1	2	3	4	5	6	7
IF SERVICE_ASK=1 or 3 Finding my provider	1	2	3	4	5	6	7
IF SERVICE_ASK=1 or 3 Adding my provider	1	2	3	4	5	6	7
IF SERVICE_ASK=1 or 3 Adding money to my account	1	2	3	4	5	6	7
IF SERVICE_ASK=1 or 3 AND A12_6=1 Making a payment to my provider	1	2	3	4	5	6	7
IF SERVICE_ASK=1 or 3 Calculating how much the government contribution would be	1	2	3	4	5	6	7
Reconfirming my eligibility	1	2	3	4	5	6	7

ASK ALL WHO HAVE LOGGED BACK IN AND FOUND IT DIFFICULT (A10B=1 AND B5LOOP_1 = 4 – 5)

B5a Why have you found it difficult to log back into your account?

PLEASE TYPE IN YOUR ANSWER BELOW

Don't know	1	

IF LOGGED INTO ACCOUNT (A10B=1)

B5b Did you experience any technical issues the last time you logged into your childcare services account?

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

IF EXPERIENCED ISSUES LAST TIME LOGGED IN (B5B=1)

B5c What technical issue did you experience?

PLEASE TYPE IN YOUR ANSWER BELOW

Don't know	2	

ASK ALL WHO HAVE FOUND IT DIFFICULT TO MAKE A PAYMENT (B5LOOP_5 = 4 – 5)

B6 Why have you found it difficult to make a payment?

PLEASE TYPE IN YOUR ANSWER BELOW

Don't know	1	

ASK ALL WHO HAVE FOUND IT DIFFICULT TO RECONFIRM ELIGIBILITY (B5LOOP_7 = 4 – 5)

B6nw Why have you found it difficult to reconfirm your eligibility?

PLEASE TYPE IN YOUR ANSWER BELOW

Don't know	1	

ASK ALL WHO HAVE MADE A PAYMENT (A12_6 = 1)

B6a To the best of your knowledge, how long should it take for payments that you make through your account to be received by your childcare provider?

PLEASE SELECT ONE RESPONSE ONLY

Should be received immediately	1	
Within 1 working day	2	
2-3 working days	3	
4-5 working days	4	
Over 5 working days	5	
Don't know	6	

ASK ALL WHO HAVE MADE A PAYMENT (A12_6 = 1)

B6b In your experience so far, have you found the time taken for your payment to reach your provider to be acceptable?

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

ASK ALL USING / INTENDING TO USE TFC (SERVICE_ASK=1 OR 3 AND B1A= NOT 7)

B7 What type of provider(s) are you using/ intending to use for Tax-Free Childcare?

Please hover over the answers for a definition of the individual provider types. PLEASE SELECT ALL THAT APPLY

Nursery school	1	
DS: DEFINITION BOX TO BE SET US AS HOVER: This is a school in its own right, with most children aged 3 to 5. Sessions normally run for 2 ½ to 3 hours in the morning and/or afternoon.		
Nursery class	2	
DS: DEFINITION BOX TO BE SET US AS HOVER: Nursery classes are attached to a primary or infant school often forming a separate unit within the school, with those in the nursery class aged 3 or 4. Sessions normally run for 2½ to 3 hours in the morning and/or afternoon.		
Special school or nursery for children with special needs	3	
DS: DEFINITION BOX TO BE SET US AS HOVER: This is provision for children with special educational needs.		
Day nursery	4	
DS: DEFINITION BOX TO BE SET US AS HOVER: Day nurseries run for the whole working day and may be closed for a few weeks in summer or over Christmas, if at all. They may be run by employers, private companies, community/voluntary groups or the Local Authority, and can take children who are a few months to 5-years-old.)		
Playgroup or pre-school	5	
DS: DEFINITION BOX TO BE SET US AS HOVER: For the purposes of this survey, pre-school is used to describe a type of playgroup. This service is often run by a community/voluntary group, parents themselves, or privately. Fees are usually charged, with sessions of up to 4 hours.)		
Holiday club	6	
Out of school club (including breakfast club / after school club – on school site)	7	
Childminder	8	
DS: DEFINITION BOX TO BE SET US AS HOVER: A childminder is a self-employed person who works from their own home with children from different families. In England, a childminder is registered with Ofsted and must have completed introductory training and paediatric first aid training.		
Nanny	9	
DS: DEFINITION BOX TO BE SET US AS HOVER: A nanny is a person who is employed to provide care to a child in the child's own home.		
Other childcare provider (Please specify)	10	
Don't know	11	

ASK ALL WHO HAVE MADE A PAYMENT (A12_6=1)

B7A Were you using a childcare provider prior to accessing Tax-Free Childcare?

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

ASK ALL WHO HAVE MADE A PAYMENT (A12_6=1)

B8 Are you using more or fewer formal hours of childcare overall (in a typical term-time week) because of Tax-Free Childcare than you would do if it was not available? By formal childcare we mean any kind of care by a paid professional, rather than by friends or family.

PLEASE SELECT ONE RESPONSE ONLY

More hours of formal childcare than before	1	
The same number of hours of formal childcare as before	2	
Fewer hours of formal childcare than before	3	
Don't know	4	

B9 – HAS BEEN CHANGED SO WILL NOT MAP ON TO WAVE 1. NEW B9A CREATED.

ASK ALL WHO HAVE MADE A PAYMENT (A12_6=1)
B9a What impact, if any, has Tax-Free Childcare had on your job?
The support has enabled me to:

PLEASE SELECT ALL THAT APPLY.

DS INSTRUCTION – PLEASE APPLY LOGIC CHECK ON FOLLOWING. CANNOT SELECT CODES 1 AND 2 TOGETHER. CANNOT SELECT CODES 1 OR 2 WITH CODE 6. CANNOT SELECT CODES 3 AND 4 TOGETHER. CANNOT SELECT CODE 11 WITH ANY OF THE OTHER CODES. CANNOT SELECT CODE 12 WITH ANY OF THE OTHER CODES.

Work more hours per week	1	
Work fewer hours per week	2	
Work on more days per week	3	
Work on fewer days per week	4	
Change the shifts I work to fit better with looking after my children	5	
Keep working the same number of hours	6	
Stay in work	7	
Find a job that pays more	8	
Find a job I find more interesting	9	
It has had another impact on my job (please specify)	10	
It has had no impact	11	
Don't know	12	

ASK IF B9a=1

B9b Were you in work already or did Tax-Free Childcare contribute to you wanting to start a job?

PLEASE SELECT ONE RESPONSE ONLY

In work already	1	
Contributed to me wanting to start a job	2	
Don't know	3	

ASK IF WORKING MORE HOURS PER WEEK (B9a=1)

B9c How many more hours are you working in a typical working week?

WRITE IN DS: ALLOW 1-50		
Don't know	1	

ASK IF B9A=CODES 1 THROUGH 10

B11 To what extent, if at all, was your move into work/ change in working hours made possible by receiving Tax-Free Childcare?

PLEASE SELECT ONE RESPONSE ONLY

To a great extent	1	
To a fair extent	2	
It had nothing to do with Tax-Free Childcare	3	
Don't know	4	

B10 – HAS BEEN CHANGED SO WILL NOT MAP ON TO WAVE 1. NEW B10a CREATED.

ASK ALL WHO MADE A PAYMENT AND MADE JOINT APPLICATION (A12_6=1 AND A3=1)
B10a What impact, if any, has Tax-Free Childcare had on your partner's job?

The support has enabled my partner to:

PLEASE SELECT ALL THAT APPLY.

DS INSTRUCTION – PLEASE APPLY LOGIC CHECK ON FOLLOWING. CANNOT SELECT CODES 1 AND 2 TOGETHER. CANNOT SELECT CODES 1 OR 2 WITH CODE 6. CANNOT SELECT CODES 3 AND 4 TOGETHER. CANNOT SELECT CODE 11 WITH ANY OF THE OTHER CODES. CANNOT SELECT CODE 12 WITH ANY OF THE OTHER CODES.

Work more hours per week	1	
Work fewer hours per week	2	
Work on more days per week	3	
Work on fewer days per week	4	
Change the shifts they work to fit better with looking after our children	5	
Keep working the same number of hours	6	
Stay in work	7	
Find a job that pays more	8	
Find a job they find more interesting	9	
It has had another impact on their job (please specify)	10	
It has had no impact	11	
Don't know	12	

IF PARTNER WORKS MORE HOURS PER WEEK (B10A=1).

B10b Was your partner in work already or did Tax-Free Childcare contribute to them wanting to start a job?

PLEASE SELECT ONE RESPONSE ONLY

In work already	1	
Contributed to them wanting to start a job	2	
Don't know	3	

ASK IF PARTNER IS WORKING MORE HOURS PER WEEK (B10a=1)

B10c How many more hours is your partner working in a typical working week?

WRITE IN DS: ALLOW 1-50		
Don't know	1	

ASK IF B10A=CODES 1 THROUGH 10

B12 To what extent, if at all, was your partner's move into work/ change in working hours made possible by receiving Tax-Free Childcare?

PLEASE SELECT ONE RESPONSE ONLY

To a great extent	1	
To a fair extent	2	
It had nothing to do with Tax-Free Childcare	3	
Don't know	4	

C Using 30 Hours Free Childcare

ASK ALL 30 HOURS (SERVICE_ASK=2 OR 3)

- C1 **Have you received your 30 hours eligibility code?**
PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

- C2 - NO C2 WAS REMOVED AT WAVE 3.

- C3 - NO C3 WAS REMOVED AT WAVE 3.

- C4 NO C4 WAS REMOVED AT WAVE 3.

ASK ALL WHO HAVE RECEIVED ELIGIBILITY CODE (C1=1)

- C5 **Have you taken your 30 hours eligibility code to a childcare provider?**
PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

- C6 - NO C6 WAS REMOVED AT WAVE 3.

- C7

- C7a

ASK ALL WHO HAVE TAKEN ELIGIBILITY CODE TO PROVIDER (C5=1)

C8 **Have you started to use your 30 hours free childcare?**

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Not yet – but it is secured for next term	3	

ASK ALL WHO HAVE NOT STARTED TO TAKE-UP 30 HOURS (C5=2 OR C8=2)

C9 **Why have you not started to use your 30 hours free childcare?**

PLEASE SELECT ALL THAT APPLY

DS: ROTATE CODES 1-3.

I have been unable to find a provider offering 30 hours free childcare at the times that suit my needs	1	
I have not yet started taking up 30 hours free childcare yet but I intend to	2	
I decided not to use 30 hours free childcare after all	3	
Other (Please specify)	4	
Don't know	5	

C10 - **NO C10 WAS REMOVED AT WAVE 3.**

ASK ALL USING / INTENDING TO USE 30 HOURS (SERVICE_ASK=2 OR 3 AND C9 = NOT 3)

C11 **Are you (IF C8=1: using ; IF C8=2 or 3 OR C5=2 or 3: planning to use) your 30 hours free childcare at a single provider or at more than one?**

PLEASE SELECT ONE RESPONSE ONLY

From one provider	1	
From more than one provider	2	
Don't know	3	

ASK ALL USING / INTENDING TO USE 30 HOURS (SERVICE_ASK=2 OR 3 AND C9 = NOT 3)

C11 a (IF C8=1: Are you able; IF C8=2 or 3 OR C5=2 or 3: Will you be able) to choose the days and times that your child uses free hours during a typical term-time week?

PLEASE SELECT ONE RESPONSE ONLY

Yes, I [IF C8=1: can / IF C8=2-3: will be able to] freely choose when my child uses free hours	1	
Yes, I [can / will be able to] choose when my child uses free hours but within some restrictions set by my childcare provider	2	
No, I [have to / will have to] take free hours on the days and times specified	3	
Don't know	4	

ASK ALL USING / INTENDING TO USE 30 HOURS (SERVICE_ASK=2 OR 3 AND C9 = NOT 3)

C11b How satisfied are you with the way you are able to use the free 30 hours of childcare for your child?

PLEASE SELECT ONE RESPONSE ONLY

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Don't know	6	

C12 - was removed at wave 2.

ASK ALL USING / INTENDING TO USE 30 HOURS (SERVICE_ASK=2 OR 3 AND C9 = NOT 3)

C13 What type of provider(s) are you using / intending to use for 30 hours free childcare?

Please hover over the answers for a definition of the individual provider types.

PLEASE SELECT ALL THAT APPLY

Nursery school	1	
DS: DEFINITION BOX TO BE SET US AS HOVER: This is a school in its own right, with most children aged 3 to 5. Sessions normally run for 2 ½ to 3 hours in the morning and/or afternoon.		
Nursery class	2	
DS: DEFINITION BOX TO BE SET US AS HOVER: Nursery classes are attached to a primary or infant school often forming a separate unit within the school, with those in the nursery class aged 3 or 4. Sessions normally run for 2½ to 3 hours in the morning and/or afternoon.		
Special school or nursery for children with special needs	3	
DS: DEFINITION BOX TO BE SET US AS HOVER: This is provision for children with special educational needs.		
Day nursery	4	
DS: DEFINITION BOX TO BE SET US AS HOVER: Day nurseries run for the whole working day and may be closed for a few weeks in summer or over Christmas, if at all. They may be run by employers, private companies, community/voluntary groups or the Local Authority, and can take children who are a few months to 5-years-old.)		
Playgroup or pre-school	5	
DS: DEFINITION BOX TO BE SET US AS HOVER: For the purposes of this survey, pre-school is used to describe a type of playgroup. This service is often run by a community/voluntary group, parents themselves, or privately. Fees are usually charged, with sessions of up to 4 hours.)		
Holiday club	6	
Out of school club (including breakfast club / after school club)	7	
Childminder	8	
DS: DEFINITION BOX TO BE SET US AS HOVER: Childminders look after a child or children in their own home for a fee. In England, a childminder is registered with Ofsted and must have completed introductory training and paediatric first aid training.		
Other childcare provider (Please specify)	10	
Don't know	11	

C14-C16 WERE REMOVED DURING PILOT/ WAVE 1

ASK ALL USING / INTENDING TO USE 30 HOURS (SERVICE_ASK=2 OR 3 AND C9 = NOT 3)

C17 Are you (IF C8=1: using ; IF C8=2 or 3 OR C5=2 or 3: planning to use) the full 30 hours free childcare?

PLEASE SELECT ONE RESPONSE ONLY

Yes	1		
No	2		
Don't know	3		

ASK ALL USING / INTENDING TO USE 30 HOURS (SERVICE_ASK=2 OR 3 AND C9 = NOT 3)

C18 Are you (IF C8=1: paying; IF C8=2 or 3 OR C5=2 or 3: planning to pay) for additional childcare for your 3-4-year-old(s) on top of the 30 hours you receive free (in a typical term-time week)?

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

C18a WAS REMOVED AT WAVE 3.

ASK ALL USING / INTENDING TO USE 30 HOURS (SERVICE_ASK=2 OR 3 AND C9 = NOT 3)

C18b (IF C8=1: Do you pay; IF C8=2 or 3 OR C5=2 or 3 OR C1=2 OR 3: Are you planning to pay) your 30 hours provider separate or additional charges for any of the following:

PLEASE SELECT ALL THAT APPLY.

Meals	1	
Snacks	2	
Nappies	3	
Extra regular activities, for example music classes	4	
Extra one-off activities, such as special outings	5	
Unarranged late pick-ups	6	
Registration or other administration charges. For example, charges for accessing children's records on the online tracking system or fees for providing paper copies of invoices	7	
Something else not mentioned above (please specify).	8	
No additional charges	9	
Don't know	10	

ASK ALL USING / INTENDING TO USE 30 HOURS (SERVICE_ASK=2 OR 3 AND C9 = NOT 3)

C18c Roughly, how much in a typical term-time month do you (IF C8=2 or 3 OR C5=2 or 3 OR C1=2 OR 3: expect to) save in childcare costs through using 30 hours free childcare?

PLEASE SELECT ONE RESPONSE ONLY

Less than £25	1	
Between £25 and £49	2	
Between £50 and £99	3	
Between £100 and £199	4	
Between £200 and £299	5	
Between £300 and £399	6	
Between £400 and £499	7	
£500 and over	8	
Not making any savings at all	9	

ASK ALL USING / INTENDING TO USE 30 HOURS AND NOT 'DECIDED NOT TO USE IT'
(SERVICE_ASK=2 OR 3 AND C9 NOT 3)

C19 [IF C8=1: Were you using a childcare provider prior to accessing 30 hours free childcare?]

[IF C8=2-3 OR C5=2 or 3: Are you currently using a childcare provider?]

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

ASK ALL WHO WERE USING A CHILDCARE PROVIDER PREVIOUSLY (C19=1)

C20nw [IF C8=1: Prior to receiving 30 hours free childcare, were you receiving the 15 hours free childcare that is available for all 3 and 4 year olds?]

[IF C8=2-3 OR C5=2 or 3: Are you currently receiving the 15 hours free childcare that is available for all 3 and 4 year olds?]

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

C21nw - NO C21nw **WAS REMOVED AT WAVE 3.**

ASK ALL USING 30 HOURS C8=1)

C21a Are you using more or fewer formal hours of childcare overall (in a typical term-time week) because of 30 hours free childcare than you would do if it was not available? By formal childcare we mean any kind of care by a paid professional, rather than by friends or family.

PLEASE SELECT ONE RESPONSE ONLY

More hours of formal childcare than before	1	
The same number of hours of formal childcare as before	2	
Fewer hours of formal childcare than before	3	
Don't know	4	

C22 – HAS BEEN CHANGED SO WILL NOT MAP ON TO WAVE 1. NEW C22a CREATED.

ASK ALL USING 30 HOURS (C8=1)

C22a What impact, if any, has 30 hours free childcare had on your job?

The support has enabled me to:

PLEASE SELECT ALL THAT APPLY

DS INSTRUCTION – PLEASE APPLY LOGIC CHECK ON FOLLOWING. CANNOT SELECT CODES 1 AND 2 TOGETHER. CANNOT SELECT CODES 1 OR 2 WITH CODE 6. CANNOT SELECT CODES 3 AND 4 TOGETHER. CANNOT SELECT CODE 11 WITH ANY OF THE OTHER CODES. CANNOT SELECT CODE 12 WITH ANY OF THE OTHER CODES.

Work more hours per week	1	
Work fewer hours per week	2	
Work on more days per week	3	
Work on fewer days per week	4	
Change the shifts I work to fit better with looking after my children	5	
Keep working the same number of hours	6	
Stay in work	7	
Find a job that pays more	8	
Find a job I find more interesting	9	
It has had another impact on my job (please specify)	10	
It has had no impact	11	
Don't know	12	

IF WORK MORE HOURS PER WEEK (C22A=1).

C22b Were you in work already or did 30 hours contribute to you wanting to start a job?

PLEASE SELECT ONE RESPONSE ONLY

In work already		1	
Contributed to me wanting to start a job		2	
Don't know		3	

C23 – HAS BEEN CHANGED SO WILL NOT MAP ON TO WAVE 1. NEW C23a CREATED.

ASK ALL USING 30 HOURS WHO MADE JOINT APPLICATION (C8=1 AND A3=1)

C23a What impact, if any, has 30 hours free childcare had on your partner's job?

The support has enabled my partner to:

PLEASE SELECT ALL THAT APPLY

DS INSTRUCTION – PLEASE APPLY LOGIC CHECK ON FOLLOWING. CANNOT SELECT CODES 1 AND 2 TOGETHER. CANNOT SELECT CODES 1 OR 2 WITH CODE 6. CANNOT SELECT CODES 3 AND 4 TOGETHER. CANNOT SELECT CODE 11 WITH ANY OF THE OTHER CODES. CANNOT SELECT CODE 12 WITH ANY OF THE OTHER CODES.

Work more hours per week	1	
Work fewer hours per week	2	
Work on more days per week	3	
Work on fewer days per week	4	
Change the shifts they work to fit better with looking after our children	5	
Keep working the same number of hours	6	
Stay in work	7	
Find a job that pays more	8	
Find a job they find more interesting	9	
It has had another impact on their job (please specify)	10	
It has had no impact	11	
Don't know	12	

IF PARTNER WORKS MORE HOURS PER WEEK (C23A=1).

C23b Was your partner in work already or did 30 hours contribute to them wanting to start a job?

PLEASE SELECT ONE RESPONSE ONLY

In work already	1	
Contributed to them wanting to start a job	2	
Don't know	3	

D Contact with HMRC

ASK ALL

- D1 **Have you called the childcare service helpline (also referred to as the customer interaction centre) to discuss your account with them at any of the following stages...?**
PLEASE SELECT ALL THAT APPLY

DS INSTRUCTION: CODE 4 CANNOT BE MULTICODED

Before I tried to apply for an account	1	
Whilst I was trying to apply for an account	2	
After I set up my account	3	
I did not call the childcare service helpline	4	
Don't know	5	

IF CALLED SERVICE CENTRE (D1=1,2,3).

- D1a **Have you called the childcare service helpline in the last 3 months?**

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

IF CALLED SERVICE CENTRE IN LAST 3 MONTHS (D1A=1)

D2 Why did you contact the childcare service helpline?

PLEASE SELECT ALL THAT APPLY

DS: ROTATE CODES 1-10, 13 &14 (NOT 11 AND 12).

To find out if I was eligible to claim	1	
To find out how to claim	2	
CODE 3 REMOVED BEFORE WAVE 2.		
CODES 4 AND 5 REMOVED DURING PILOT/WAVE 1.		
To check on the progress or receipt of my application	6	
To change some of the information on my application	7	
To find out how to find my 30 hours eligibility code	8	
Because I had issues with the government contribution for Tax-Free Childcare	9	
Because I had a problem with a payment to my childcare provider for Tax-Free Childcare	10	
Because I had technical issues with the online application	13	
Because I had technical issues with the online reconfirmation process	14	
Another reason (PLEASE WRITE IN)	11	
Don't know	12	

IF CALLED CHILDCARE SERVICE CUSTOMER INTERACTION CENTRE ABOUT MULTIPLE ISSUES (SELECTED MORE THAN 1 RESPONSE AT D2).

D2a And did you cover these issues in one call or more than one call?

One call	1	
More than one call	2	
Don't know	3	

IF CALLED CHILDCARE SERVICE MULTIPLE TIMES (D2A=2)

D2b What was your most recent contact about?

DS INSTRUCTION: PLEASE SHOW CODES SELECTED AT D2 ONLY

PLEASE SELECT ALL THAT APPLY

To find out if I was eligible to claim	1
To find out how to claim	2
CODE 3 REMOVED BEFORE WAVE 2.	
CODES 4 AND 5 REMOVED DURING PILOT/WAVE 1.	
To check on the progress or receipt of my application	6
To change some of the information on my application	7
To find out how to find my 30 hours eligibility code	8
Because I had issues with the government contribution for Tax-Free Childcare	9
Because I had a problem with a payment to my childcare provider for Tax-Free Childcare	10
Because I had technical issues with the online application	13
Because I had technical issues with the online reconfirmation process	14
Another reason (PLEASE WRITE IN)	11
Don't know	12

IF CALLED SERVICE (D1=1,2,3)

D2cloop Please indicate the extent to which you agree or disagree with the following statements about your [IF D2a=2 most recent] contact with the childcare service helpline...

PLEASE SELECT ONE RESPONSE IN EACH LINE

	Strongly agree				Strongly disagree	Don't know	N/A
The helpline advisor wanted to help with my query	1	2	3	4	5	6	7
The helpline advisor understood my query	1	2	3	4	5	6	7
It was easy to understand the information provided by the helpline advisor	1	2	3	4	5	6	7
If applicable, the helpline advisor did what they said they would do after my call	1	2	3	4	5	6	7
If applicable, I was re-contacted as promised	1	2	3	4	5	6	7
The information provided by the helpline advisor was accurate (to my knowledge)	1	2	3	4	5	6	7

PLEASE SET UP LOOP AT QUESTION D2D FOR EACH RESPONSE SELECTED AT D2.

D2dloop IF D2=NOT 12: How many times did you contact the childcare service helpline '[INSERT RESPONSE FROM D2]'?

IF D2 = 12: How many times did you contact the childcare service helpline?

DS INSTRUCTION: PLEASE SET UP AS A LOOP AND ASK FOR EACH RESPONSE SELECTED AT D2.

WRITE IN NUMBER		
Don't know	1	

IF CALLED SERVICE CENTRE IN LAST 3 MONTHS (D1A=1)

D2eloop

IF D2 = 12: Thinking about your contact with the childcare service helpline, was your query resolved...?

IF D2 = NOT 12: Thinking about your contact with the childcare service helpline, was your query [ITERATION TEXT FROM D2] resolved...?

DS INSTRUCTION: PLEASE SET UP AS A LOOP AND ASK FOR EACH RESPONSE SELECTED AT D2

PLEASE SELECT ONE RESPONSE ONLY

In full	1	
Partly resolved	2	
Or not resolved at all	3	
Don't know	4	

ASK ALL WHO CALLED THE HELPLINE (D1=1, 2 OR 3)

D3 And how would you rate your overall experience of using the childcare service helpline?

PLEASE SELECT ONE RESPONSE ONLY

Very good	1	
Fairly good	2	
Neither good nor poor	3	
Fairly poor	4	
Very poor	5	
Don't know	6	

ASK ALL WHO STATED EXPERIENCE WAS POOR (D3=4 OR 5)

D3b Why did you rate your overall experience of the childcare service helpline as poor?

WRITE IN		
Don't know	1	

D4 NO D4 WAS REMOVED AT WAVE 3.

D5 NO D5 WAS REMOVED AT WAVE 3.

D6 NO - D6 WAS REMOVED AT WAVE 3.

D7Loop - WAS REMOVED AT WAVE 2.

E Overall views of Childcare Offer

Finally, we'd just like to ask you a few questions about the government's current childcare offer.

ASK ALLE1loop We would like to better understand which conditions of the childcare offer are clear to parents and which are not.

Please indicate whether the following statements about [IF SERVICE_ASK=1: Tax-Free Childcare; IF SERVICE_ASK = 2: 30 Hours free childcare for 3 and 4 year olds; IFSERVICE_ASK = 3:: Tax-Free Childcare and 30 hours free childcare for 3 and 4 year olds) are true or false.

PLEASE SELECT ONE RESPONSE IN EACH LINE

DS: ROTATE ORDER OF STATEMENTS

	TRUE	FALSE	Don't Know
IF SERVICE_ASK=1 OR 3: _1 Tax-Free Childcare is only available to families where all parents are working	1	2	3
IF SERVICE_ASK=1 OR 3: _2 You can claim Tax-Free Childcare regardless of how much you earn	1	2	3
IF SERVICE_ASK=1 OR 3: _3 You have to confirm that you are still eligible for Tax-Free Childcare every 3 months	1	2	3
IF SERVICE_ASK=2 OR 3: _4 You have to confirm that you are still eligible for 30 hours free childcare every 3 months	1	2	3
IF SERVICE_ASK=1 OR 3: _5 You can only claim Tax-Free Childcare for one child	1	2	3
IF SERVICE_ASK=1 OR 3: _6 You must cancel your childcare vouchers once you've applied for TFC	1	2	3
IF SERVICE_ASK=2 OR 3: _7 You can claim 30 hours free childcare regardless of how much you earn	1	2	3
IF SERVICE_ASK=2 OR 3: _9 If your child turns 3 midway through a term you have to wait until the next term to claim 30 hours free childcare	1	2	3
10 Tax-Free Childcare and 30 hours free childcare can be claimed at the same time	1	2	3
IF SERVICE_ASK = 2 OR 3 11 Providers can charge you for extras (including meals and activities) but payment for these extras is voluntary and does not impact on your ability to claim 30 hours free childcare	1	2	3

ASK ALL

E2loop Please indicate the extent to which you agree or disagree that the online service is easy to use?

PLEASE SELECT ONE RESPONSE ONLY

Strongly agree	1	
Tend to agree	2	
Neither agree nor disagree	3	
Tend to disagree	4	
Strongly disagree	5	
Don't know	6	

ASK ALL

E3 Please rate your overall experience of using the childcare service...

PLEASE SELECT ONE RESPONSE ONLY

Very good	1	
Fairly good	2	
Neither good nor poor	3	
Fairly poor	4	
Very poor	5	
Don't know	6	

E4 ASK IF OVERALL EXPERIENCE OF USING CHILDCARE EXPERIENCE IS GOOD (E3=1,2)
Why did you rate your overall experience of using the childcare service as good?

(Please write in any additional feedback that you would like to give about your experience of using the childcare service).

Have no additional feedback to give	1	

E5 ASK IF OVERALL EXPERIENCE OF USING CHILDCARE EXPERIENCE IS POOR (E3=4,5)
Why did you rate your overall experience of using the childcare service as poor?

(Please write in any additional feedback that you would like to give about your experience of using the childcare service).

Have no additional feedback to give	1	

E6nw – REMOVED AT WAVE 3

ASK ALL

E7loop To what extent do you agree or disagree with the following statements about IF SERVICE_ASK=1 ONLY : Tax-Free Childcare; IF SERVICE_ASK = 2 ONLY: 30 Hours Free Childcare for 3 and 4 year olds; If SERVICE_ASK=3 (TFC AND 30 HOURS): Tax-Free Childcare and 30 hours free Childcare for 3 and 4 year olds)?

PLEASE SELECT ONE RESPONSE IN EACH LINE

	Strongly agree					Strongly disagree	Don't Know
	1	2	3	4	5		
_3 [IF SERVICE_ASK=1 OR 3] I would recommend Tax-Free Childcare to other parents	1	2	3	4	5	6	
_4 [IF SERVICE_ASK=2 or 3] I would recommend 30 hours free childcare to other parents	1	2	3	4	5	6	

F Demographics

ASK ALL

- F1 **We are now almost at the end of the survey, thank you for your help so far. To help us to analyse the information you have given us, we would just like to collect a few details about you.**

Are you...?

PLEASE SELECT ONE RESPONSE ONLY

Male	1	
Female	2	
Other	3	
Prefer not to say	4	

ASK ALL

- F2 **Which of these best describes your current employment status? Are you...?**

(If you are currently on maternity / paternity leave, please give your answer for before you went on leave).

PLEASE SELECT ALL THAT APPLY

Employed full-time	1	
Employed part-time	2	
Self-employed	3	
Other (please write in)	4	
Prefer not to say	5	

ASK ALL

F3 **How much is your household income, before tax, per year? If your household income changes regularly, then please make your best estimate.**

PLEASE SELECT ONE RESPONSE ONLY

£9,999 or below	1	
£10,000 to £19,999	2	
£20,000 to £29,999	3	
£30,000 to £39,999	4	
£40,000 to £49,999	5	
£50,000 - £74,999	6	
£75,000 - £99,999	7	
£100,000+	8	
Don't know	9	
Prefer not to say	10	

ASK ALL

F3A **Do you currently receive childcare vouchers?**

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No, I cancelled them to receive Tax-Free Childcare	2	
No, I've never received them	3	
Don't know	4	

F4 **- WAS REMOVED AT WAVE 3.**

ASK ALL

F5 **Is English your first or main language?**
PLEASE SELECT ONE RESPONSE ONLY

Yes – English is my first or main language	1	
No – another language is my first or main language	2	
I am bilingual in English and another language	3	
Prefer not to say	4	

F6 **How many children aged 16 or under currently live in your household?**

WRITE IN QUESTION

PLEASE TYPE IN THE NUMBER OF CHILDREN		
Prefer not to say	1	

IF F6>0

F6alooop **How old** [IF F6=1: **is this child** / IF F6>1: **are these children**]?

Please write in the number of years old each child was at their last birthday. For babies under the age of 1, please write 0.

DS INSTRUCTION: PLEASE LOOP THIS QUESTION FOR THE NUMBER OF CHILDREN STATED AT F6 AND INSERT THE APPROPRIATE TEXT SUB TO REFLECT WHICH CHILD WE ARE ASKING ABOUT.

First child (of 16 or under): WRITE IN		
IF F6=2 OR MORE: Second child (of 16 or under): WRITE IN		
IF F6=3 OR MORE: Third child (of 16 or under): WRITE IN		
IF F6=4 OR MORE: Fourth child (of 16 or under): WRITE IN		
IF F6=5 OR MORE: Any other children (of 16 or under): WRITE IN		
Prefer not to say	1	

G Re-Contact

ASK ALL

- G1 **We would like to contact you again in the next 18 months to see how the childcare service is working for you. This will allow HMRC and the Department for Education to improve its service for you and other parents in the future.**

Are you willing to be contacted to take part in an online survey? If we re-contact you this does not mean you have to take part in the survey. You can opt-out at any time.

Yes	1	
No	2	
Don't know	3	

IF AGREE TO RE-CONTACT (G1=1)

- G2 **Please confirm your contact details so that we can get in touch?**

Name:	ALLOW PREFER NOT TO SAY OPTION
Email address:	ALLOW PREFER NOT TO SAY OPTION
Telephone number:	ALLOW PREFER NOT TO SAY OPTION
Second telephone number:	ALLOW PREFER NOT TO SAY OPTION

ASK ALL

- G3 **We may be conducting some follow-up research to explore some of the areas discussed in this survey in more detail. This would take the form of a telephone interview lasting no more than 30 minutes and we would offer a 'thank-you' payment of £25 for everyone who takes part. Would it be OK to contact you about taking part in this research in the next 18 months? Agreeing to be contacted does not mean you have to take part. You can opt-out at any time if we contact you.**

Yes	1	
No	2	
Don't know	3	

IF AGREE TO RE-CONTACT FOR QUAL ONLY (G3=1 AND G1=2,3)

G3B Please confirm your contact details so that we can get in touch

Name:	ALLOW PREFER NOT TO SAY OPTION
Email address:	ALLOW PREFER NOT TO SAY OPTION
Telephone number:	ALLOW PREFER NOT TO SAY OPTION
Second telephone number:	ALLOW PREFER NOT TO SAY OPTION

G4nw – REMOVED AT WAVE 3.

ASK ALL

G4 On behalf of HMRC, the Department for Education and IFF Research, thank you very much for taking the time to tell us about your experiences.

Childcare Service Customer Experience Survey Childcare Provider Services – WAVE 5

Screenener

ASK ALL

S1 **Thank you for accessing this survey which is being run by IFF Research for HMRC and the Department for Education.**

We are collecting the opinions of childcare providers about the childcare service (including Tax-Free Childcare and the 30 hours free childcare scheme for 3-4 year olds). We are really keen to get your feedback on how it is working. Your feedback will help improve the childcare service for parents as well as for other childcare providers. You may have provided feedback before but we would be really grateful if you could do so again – the service is being continually reviewed and improved.

We are also collecting the opinions of parents as part of this research to better understand their experiences and opinions.

The survey should take around 10-15 minutes to complete.

How will my answers be used?

HOVER OVER TEXT THAT WILL APPEAR:

IFF Research abides by the Market Research Society (MRS) Code of Conduct which means that the answers you provide us will not be used in such a way that means you can be identified. We will store your survey responses securely. We will pass them in an anonymised form only to HMRC, who will retain the anonymised data for internal research use only. HMRC will not be able to identify any individual from their answers. If you agree to take part in further research, all names and contact details will be deleted at the earliest opportunity by IFF Research – and no more than 18 months from now. You have the right to have a copy of your data, change your data or withdraw from the research at any point.

Where can I find more information?

HOVER OVER TEXT THAT WILL APPEAR:

If you would like to confirm the validity of the survey or get more information about its aims and objectives, then you can contact:

- The Market Research Society on 0800 975 9596 they will be able to confirm that IFF is a genuine research agency
- IFF: Nicholas Mitchell (Nicholas.Mitchell@iffresearch.com) or on 020 7250 3035
- HMRC: Corinne Lewis(Corinne.lewis@hmrc.gsi.gov.uk)

Continue	1	CONTINUE
I do not want to take part in the survey	2	SCREEN OUT

ASK ALL

S2 **Before we start the survey, we'd like to check a couple of things to confirm that you are eligible to take part in the research. Firstly, which of the following best describe the childcare service(s) which you provide?**

Please hover over the answers for a definition of the individual provider types.

PLEASE SELECT ALL THAT APPLY

PLEASE SCROLL TO THE BOTTOM OF THE PAGE AND CLICK NEXT TO CONTINUE

Nursery school DS: DEFINITION BOX TO BE SET US AS HOVER: This is a school in its own right, with most children aged 3 to 5. Sessions normally run for 2 ½ to 3 hours in the morning and/or afternoon.	1	
Nursery class DS: DEFINITION BOX TO BE SET US AS HOVER: Nursery classes are attached to a primary or infant school often forming a separate unit within the school, with those in the nursery class aged 3 or 4. Sessions normally run for 2½ to 3 hours in the morning and/or afternoon.	2	
Special school or nursery for children with special needs DS: DEFINITION BOX TO BE SET US AS HOVER: This is provision for children with special educational needs.	3	
Day nursery DS: DEFINITION BOX TO BE SET US AS HOVER: Day nurseries run for the whole working day and may be closed for a few weeks in summer or over Christmas, if at all. They may be run by employers, private companies, community/voluntary group or the Local Authority, and can take children who are a few months up to 5-years-old.	4	
Playgroup or pre-school DS: DEFINITION BOX TO BE SET US AS HOVER: For the purposes of this survey, pre-school is used to describe a type of playgroup. This service is often run by a community/voluntary group, parents themselves, or privately. Fees are usually charged, with sessions of up to 4 hours.)	5	
Holiday club	6	
Out of school club (including breakfast club / after school club)	7	

Childminder DS: DEFINITION BOX TO BE SET US AS HOVER: A childminder is a self-employed person who works from their own home with children from different families. In England, a childminder is registered with Ofsted and must have completed introductory training and paediatric first aid training.	8	
Nanny DS: DEFINITION BOX TO BE SET US AS HOVER: A nanny is a person who is employed to provide care to a child in the child's own home.	9	
Other childcare provider (please write in the space below)	10	
Don't know	11	

S3 IF NURSERY OR PLAYScheme (S2=1,2,3,4,5,6,7)
How many settings does your [IF S2=1,2,3,4: nursery] [S2=5: playgroup or pre-school] [IF S2=6: holiday club] [IF S2=7: out of school club] provide childcare from?

IF MORE THAN ONE SETTING SELECTED AT S2: **How many settings do you provide childcare from?**

PLEASE SELECT ONE RESPONSE ONLY

One	1	CHECK QUOTAS
Two or more	2	
Don't know	3	THANK AND CLOSE

S4 IF OFFER CHILDCARE FROM MULTIPLE SETTINGS (S3=2)
How many settings does your chain have in the UK?

WRITE IN NUMBER OF settings (ALLOW 2-350)		
Don't know	1	

S5 IF OFFER CHILDCARE FROM MULTIPLE SETTINGS (S3=2)
Do you offer childcare provision from the following address or is this address an admin / Head Office address with no childcare provision?

[SHOW SETTING ADDRESS FROM SAMPLE]

PLEASE SELECT ONE RESPONSE ONLY.

We offer childcare provision from this address	1	
We do not offer childcare provision from this address	2	SCREENOUT

IF OFFER CHILDCARE FROM MULTIPLE SETTINGS (S3=2)

S6 For the rest of this survey please answer on behalf of the provision at this setting.

[SHOW SETTING ADDRESS FROM SAMPLE]

ASK ALL

S7 Has your setting signed up to Tax-Free Childcare?

PLEASE SELECT ONE RESPONSE ONLY

Yes –I completed the sign-up process	1	
Yes –someone else in the organisation completed the sign-up process	2	
No – we have not signed up to Tax-Free Childcare	3	ASK S8
Don't know	4	

ASK IF NOT OFFERING TFC (S7=3)

S8 Why has your setting not signed up to Tax-Free Childcare?

PLEASE SELECT ALL THAT APPLY

DS – please rotate codes 1 to 6.

Lack of demand from parents	1	
Not many of our parents would be eligible	2	
Not got around to it yet	3	
We do not have the information we need to decide whether or not to sign-up	4	
We have experienced problems trying to sign-up	5	
We currently accept Childcare Vouchers and do not feel that we need to offer Tax-Free Childcare as well	6	
Other reason (please write in the space below)	7	
Don't know	8	

IF SIGNED-UP TO TFC (S7=1 OR 2)

S8a Did your setting sign up for Tax-Free Childcare in the last 3 months?

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No – signed up longer ago	2	
Don't know	3	

ASK IF BASED IN ENGLAND ONLY

S9 **Are you currently offering 30 hours free childcare for 3 and 4 year olds?**
PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	ASK S10
Don't know	3	

ASK IF NOT OFFERING 30 HOURS (S9=2)

S10 **Why are you not offering 30 hours free childcare?**
PLEASE SELECT ALL THAT APPLY

DS – please rotate codes 1 to 9.

Lack of space	1	
Don't think it would be commercially viable	2	
Not open for sufficient hours	3	
Staffing issues	4	
Currently full	5	
It would reduce the number of places we can offer	6	
Lack of lunch facilities	7	
Too much paperwork to do	8	
Children take their entitlement elsewhere	9	
Other reason (please write in the space below)	10	
Don't know	11	

MODDUM:

MOD_DUM DUMMY VARIABLE, DO NOT ASK

ASK ABOUT TFC ONLY	1	S7=1 or 2 AND S9=2 or 3
ASK ABOUT 30 HOURS ONLY	2	S9=1 AND S7=3 or 4
OFFER BOTH	3	S7=1 or 2 AND S9=1
OFFER NEITHER	4	SCREEN OUT

.NB. CCPS not in England are forced to S9=2 but not asked S10.

H Opening an account for TFC payments

ASK ALL TFC AND APPLIED IN THE LAST 3 MONTHS ((MOD_DUM=1 OR 3) AND S8A =1)

H1 **Have you heard about Tax-Free Childcare from any of the following?**

PLEASE SELECT ALL THAT APPLY

DS – please rotate codes 2 to 6.

CODE ONE REMOVED AT WAVE 3		
From the local council	2	
From the government / HMRC	3	
Coverage in the media	4	
From an invitation letter	5	
From another childcare provider	6	
From parents/ prospective customers	7	
Other (please write in the space below)	8	
Don't know	9	

ASK ALL TFC AND APPLIED IN THE LAST 3 MONTHS ((MOD_DUM=1 OR 3) AND S8A=1)

H2 **Why did you/your setting sign-up to Tax-Free Childcare?**

PLEASE SELECT ALL THAT APPLY

DS – please rotate codes 1 to 5.

Due to requests / questions from parents	1	
Because other providers in the area were signed up	2	
Because I / we thought it was mandatory	3	
Because it made sense from a business perspective	4	
Because I / we wanted to help parents	5	
Other (please write in the space below)	6	
Don't know	7	

H3 **REMOVED AT WAVE 3.**

ASK ALL TFC AND PERSONALLY SIGNED UP TO TFC AND APPLIED IN THE LAST 3 MONTHS ((MOD_DUM=1 OR 3) & S7=1 & S8A=1)

H4 **Overall, how easy or difficult did you find the process of signing up to Tax-Free Childcare?**

PLEASE SELECT ONE RESPONSE ONLY

Very easy	1	
Fairly easy	2	
Neither easy nor difficult	3	
Fairly difficult	4	
Very difficult	5	
Don't know	6	

ASK ALL TFC AND PERSONALLY SIGNED UP TO TFC AND APPLIED IN THE LAST 3 MONTHS ((MOD_DUM=1 OR 3) & S7=1 & SA8=1)

H5 **Did you have any problems signing up to Tax-Free Childcare?**

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	

ASK IF HAD PROBLEMS SIGNING UP TO TFC (A5=1)

A6NW What problems did you have when signing up to Tax-Free Childcare?

PLEASE SELECT ALL THAT APPLY

DS – please rotate codes 1 to 7.

I encountered a technical difficulty when completing the online application process	1	
I had difficulties contacting my regulator to update the details held by them	2	
I didn't have the Unique Taxpayer Reference (UTR)	3	
My Unique Taxpayer Reference (UTR) or postcode wasn't accepted	4	
I didn't have my user ID	5	
My user ID wasn't accepted	6	
I had difficulty in finding the online application form	7	
I encountered other problems (PLEASE WRITE IN THE SPACE BELOW)	8	

I TFC Payments

ASK ALL TFC (MOD_DUM=1 OR 3)

- 11 **Have you received any payments from families claiming Tax-Free Childcare-in the last 3 months?**

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

IF HAVE RECEIVED TFC PAYMENTS (B1=1)

- 12 **Please give us your best estimate of how many children at your setting currently take-up Tax-Free Childcare?**

WRITE IN NUMBER		
Don't know	1	

ASK ALL TFC (MOD_DUM=1 OR 3)

- 13 **Have you encountered any issues with receiving Tax-Free Childcare payments in the last 2 months?**

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

IF HAVE HAD ISSUES TFC PAYMENTS (B3=1)

B4NW What issues have you had with receiving Tax-Free Childcare payments in the last 2 months?

PLEASE SELECT ALL THAT APPLY

DS – please rotate codes 1 to 5.

I received lower payments from parents through Tax-Free Childcare than was expected	1	
I did not receive the payment on time	2	
I had an issue because a parent / parents made a payment before passing on the reference for their child / children	3	
I have had issues reconciling which Tax-Free Childcare payments had been made by which parents	4	
Parents could not select me in their childcare account	5	
I encountered other problems (PLEASE WRITE IN THE SPACE BELOW)	6	

IF HAVE RECEIVED TFC PAYMENTS IN THE LAST 3 MONTHS (B1=1)

15 How easy or difficult is it -to reconcile payments for an individual child?

PLEASE SELECT ONE RESPONSE ONLY

Very easy	1	
Fairly easy	2	
Neither easy nor difficult	3	
Fairly difficult	4	
Very difficult	5	
Don't know	6	

B6. REMOVED AT WAVE 3.

J 30 hours free childcare

J1 **REMOVED AT WAVE 3.**

ASK ALL 30 HOURS (MOD_DUM=2 OR 3)

J2 **Please could you give us your best estimate of the number of children at your provision that currently take up 30 hours free childcare?**

WRITE IN NUMBER		
Don't know	1	

IF DON'T KNOW EXACT NUMBER – PROMPT WITH RANGES.

C2 RAN Do you think it is?

10 or less	1
11-20	2
21-30	3
31-40	4
41-50	5
More than 50	6
Don't Know	7

J3 **REMOVED IN WAVE 3.**

J4 **REMOVED AT WAVE 3.**

ASK ALL 30 HOURS (MOD_DUM=2 OR 3)

J4a **At this setting, have you turned down any 30 hours applications from eligible parents in the last 3 months?**

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

IF TURNED DOWN ANY ELIGIBLE PARENTS (C4A/1)

J4b **Which of the following are reasons why you have turned down 30 hours applications over the last 3 months?**

PLEASE SELECT ALL THAT APPLY

We do not have capacity for any more children at the setting	1	
It would not be commercially viable for us to offer any more 30 hours places	2	
Other reasons (PLEASE WRITE IN THE SPACE BELOW)	3	

J5 **REMOVED AT WAVE 3.**

ASK ALL 30 HOURS (MOD_DUM=2 OR 3)

J6 **Have you gone through the process of verifying parents' eligibility codes in the last 3 months?**

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

ASK ALL 30 HOURS THAT HAVE DONE VERIFICATION IN THE LAST 3 MONTHS (MOD_DUM=2 OR 3 AND C6=1)

J7 **Overall how easy or difficult have you found the process of verifying eligibility codes in the last 3 months?**

PLEASE SELECT ONE RESPONSE ONLY

Very easy	1	
Fairly easy	2	
Neither easy nor difficult	3	
Fairly difficult	4	
Very difficult	5	
Don't know	6	

IF FOUND VERIFICATION DIFFICULT (C7=4,5)

J8 Why did you find the process difficult?

PLEASE SELECT ALL THAT APPLYDS – please rotate codes 1 to 5.

The information on the website was confusing	1	
Eligibility codes not being accepted	2	
Time consuming	3	
Technical issues with the website	4	
Lack of information about the process from HMRC / local authorities	5	
Other (please write in the space below)	6	

K Ongoing use of your Childcare Service Account

ASK ALL TFC (MOD_DUM=1 OR 3)

K1 **Have you signed back into your online Tax-Free Childcare account in the last 3 months?**

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

IF SIGNED BACK INTO ACCOUNT (D1=1)

K2 **Why did you sign back in to your online account?**

PLEASE SELECT ALL THAT APPLY.

To change bank account details	1	
To appoint or change a delegate	2	
To do something else (please write in)	3	
Don't know	4	

D2a **REMOVED AT WAVE 3. - REMOVED AT WAVE 3.**

K3 **REMOVED AT WAVE 3.**

L Contact with HMRC

ASK ALL

- L1 **Have you contacted the childcare service helpline (also referred to as the customer interaction centre) to discuss (IF MOD_DUM=1 or 3 Tax-Free Childcare) (IF MOD_DUM=2 or 3: 30 hours free childcare) with them in the last 3 months?**

Yes	1	
No	2	
Don't know	3	

IF CALLED CHILDCARE SERVICE CUSTOMER INTERACTION CENTRE (E1=1)

- L2 **Why did you call the childcare service helpline?**

PLEASE SELECT ALL THAT APPLY

DS: ROTATE CODES 1-10 (NOT 11 AND 12).

IF MOD_DUM=1 or 3: To find out more about Tax-Free Childcare in general	1
IF MOD_DUM=2 or 3: To find out more about 30 free hours in general	2
IF MOD_DUM=1 or 3: To find out more about the sign-up process	3
IF MOD_DUM =1 or 3: Because of issues encountered during the sign-up process	4
IF MOD_DUM =1 or 3: To change the contact details on the account	5
IF MOD_DUM =1 or 3: To change the bank details on the account	6
IF MOD_DUM=1 or 3: Because there were issues with Tax-Free Childcare payments	7
IF MOD_DUM=1 or 3: Because there were issues with reconciling Tax-Free Childcare payments	8
IF MOD_DUM=2 or 3: Because there were issues with 30 hours eligibility codes	9
To find out more information on behalf of a parent	10
Another reason (please write in the space below)	11
Don't know	12

IF CALLED CHILDCARE SERVICE CUSTOMER INTERACTION CENTRE ABOUT MULTIPLE ISSUES

E2a And did you cover these issues in one call or more than one call?

One call	1	
More than one call	2	
Don't know	3	

IF CALLED CHILDCARE SERVICE CUSTOMER INTERACTION CENTRE MULTIPLE TIMES (E2A=2)

E2b What was your most recent contact about?

DS INSTRUCTION: PLEASE SHOW CODES SELECTED AT E2 ONLY

PLEASE SELECT ALL THAT APPLY

IF MOD_DUM=1 or 3: To find out more about Tax-Free Childcare in general	1
IF MOD_DUM=2 or 3: To find out more about 30 free hours in general	2
IF MOD_DUM=1 or 3: To find out more about the Tax-Free Childcare sign-up process	3
IF MOD_DUM =1 or 3: Because of issues encountered during the Tax-Free Childcare sign-up process	4
IF MOD_DUM =1 or 3: To change the contact details on the account	5
IF MOD_DUM =1 or 3: To change the bank details on the account	6
IF MOD_DUM=1 or 3: Because there were issues with Tax-Free Childcare payments	7
IF MOD_DUM=1 or 3: Because there were issues with reconciling Tax-Free Childcare payments	8
IF MOD_DUM=2 or 3: Because there were issues with 30 hours eligibility codes	9
To find out more information on behalf of a parent	10
Another reason (please write in the space below)	11
Don't know	12

IF CALLED SERVICE CENTRE (E1=1)

E3NWLOOP Please indicate the extent to which you agree or disagree with the following statements about your [IF E2a=2 most recent] contact with the childcare service helpline...

PLEASE SELECT ONE RESPONSE IN EACH LINE

	Strongly agree				Strongly disagree	Don't know	N/A
The helpline advisor wanted to help with my enquiry	1	2	3	4	5	6	7
The helpline advisor understood my query	1	2	3	4	5	6	7
It was easy to understand the information provided by the helpline advisor	1	2	3	4	5	6	7
If applicable, the helpline advisor did what they said they would do after my call	1	2	3	4	5	6	7
If applicable, I was re-contacted as promised	1	2	3	4	5	6	7
The information provided by the helpline advisor was accurate (to my knowledge)	1	2	3	4	5	6	7

ASK E3A AS A LOOP FOR EACH RESPONSE SELECTED AT E2

E3alooop How many times did you contact the childcare service helpline [INSERT RESPONSES FROM E2]?

IF E2= 12: How many times did you contact the childcare service helpline?

WRITE IN NUMBER		
Don't know	1	

IF CALLED SERVICE CENTRE (E1=1), ASK E3B AS A LOOP

E3bloop

IF E2 = 12: Thinking about your contact with the childcare service helpline, was your query resolved...?

IF E2 = 1-11: Thinking about your contact with the childcare service helpline, was your query [ITERATION TEXT FROM E2] resolved...?

DS INSTRUCTION: PLEASE SET UP AS A LOOP AND ASK FOR EACH RESPONSE SELECTED AT E2 OR E2B

PLEASE SELECT ONE RESPONSE ONLY

In full	1	
Partly resolved	2	
Or not resolved at all	3	
Don't know	4	

IF CALLED SERVICE CENTRE (E1=1)

E4 And how would you rate your overall experience of using the childcare service helpline?

PLEASE SELECT ONE RESPONSE ONLY

Very good	1	
Fairly good	2	
Neither good nor poor	3	
Fairly poor	4	
Very poor	5	
Don't know	6	

ASK ALL WHO STATED EXPERIENCE WAS POOR (E4=4 OR 5)

E4a Why did you rate your overall experience of the childcare service helpline as poor?

WRITE IN		
Don't know	1	

ASK ALL TFC (MOD_DUM=1 OR 3)

E5 Have you used the online childcare service guidance on GOV.UK in relation to Tax-Free Childcare in the last 3 months?

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

ASK ALL 30 HOURS (MOD_DUM=2 OR 3)

E6 Have you used the online childcare service guidance on GOV.UK in relation to 30 hours free childcare in the last 3 months?

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

ASK ALL WHO USED ONLINE GUIDANCE (E5=1 OR E6=1)

E7 And when you used the online guidance, did it answer?

PLEASE SELECT ONE RESPONSE ONLY

All the queries	1	
Some of the queries	2	
None of the queries	3	
Don't know	4	

IF ONLINE GUIDANCE ABLE TO ANSWER SOME OR NONE OF QUERIES (E7=2 OR 3)

E8 Please tell us which queries the online guidance was not able to answer?

WRITE IN		
Don't know	1	

M Contact with parents

ASK IF MOD=DUM= 1 OR 3

- M1 Are you aware of a Tax-Free Childcare Toolkit? The toolkit contains materials to help you to communicate with parents about the scheme.**

This includes a poster, handout, information sheet, logo and email text as well as images and messages that can be used on social media.

See below an example of what these materials look like. SCREENSHOT ADDED TO SCRIPT.

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

ASK IF AWARE OF TOOLKIT (F1=1)

- F1a Have you received the Tax-Free Childcare Toolkit containing materials to help you to communicate with parents about the scheme?**

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

IF RECEIVED TOOLKIT (F1A=1)

- M2 Have you used any of the materials?**

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

IF RECEIVED BUT NOT USED TOOLKIT (F2=2)

- M3 Why have you not used the materials?**

WRITE IN		
Don't know	1	

IF USED MATERIALS (F2=1)

F3a Which materials have you used?

PLEASE SELECT ALL THAT APPLY

DS – please rotate codes 1 to 8.

Childcare Choices promotional posters (including we've signed up for Tax-Free Childcare: Have you?)	1	
Email templates for parents	2	
Social media templates	3	
Tips for using 30 hours poster	4	
Top things parents need to know leaflet	5	
Top things providers need to know leaflet	6	
Top things employers need to know leaflet	7	
How to apply for 30 hours and Tax-Free Childcare 2-page document (including flow chart)	8	
Other materials (PLEASE WRITE IN THE SPACE BELOW)	9	

ASK ALL

F3b Are you aware that there is information for childcare providers about both Tax-Free Childcare and 30 hours free childcare on the Childcare Choices government website?

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

ASK ALL AWARE OF PROVIDERS PAGE (F3B=1)

F3c And have you visited the providers page on the Childcare Choices website?

This is a screenshot of the page as a reminder [INSERT SCREENSHOT OF <https://www.childcarechoices.gov.uk/providers/>.]

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No	2	
Don't know	3	

ASK ALL TFC (MOD_DUM=1 OR 3)

M4 To what extent do you agree or disagree with the following statements about Tax-Free Childcare and what it means for your business?

PLEASE SELECT ONE RESPONSE IN EACH LINE. ROTATE ORDER OF STATEMENTS

	Strongly agree					Strongly disagree					Don't Know
	1	2	3	4	5	6	7	8	9	10	
Tax-Free Childcare provides an opportunity for us to grow our business	1	2	3	4	5	6	7	8	9	10	
We have a good understanding of how Tax-Free Childcare payments work	1	2	3	4	5	6	7	8	9	10	
Parents have approached us to find out more about Tax-Free Childcare	1	2	3	4	5	6	7	8	9	10	
We feel that we know enough about Tax-Free Childcare to answer parents' queries	1	2	3	4	5	6	7	8	9	10	
Parents are using more childcare because of Tax-Free Childcare	1	2	3	4	5	6	7	8	9	10	
Our business has grown because of Tax-Free Childcare	1	2	3	4	5	6	7	8	9	10	

IF BEEN APPROACHED ABOUT TFC (F4_3=1,2,3)

M5 What questions did parents have about Tax-Free Childcare?

PLEASE SELECT ALL THAT APPLY

DS – please rotate codes 1 to 4.

They wanted to know more about Tax-Free Childcare in general	1	
They wanted to know about eligibility criteria	2	
They wanted to know about their childcare service account	3	
They wanted to know how payments work	4	
They had other questions (please write in the space below)	5	
Don't know	6	

NO F6

ASK ALL 30 HOURS (MOD_DUM=2 OR 3)

F7 Loop. To what extent do you agree or disagree with the following statements about 30 hours free childcare?

PLEASE SELECT ONE RESPONSE IN EACH LINE

	Strongly agree					Strongly disagree					Don't Know
	1	2	3	4	5	6	7	8	9		
30 hours free childcare provides an opportunity for us to grow our business	1	2	3	4	5	6	7	8	9		
Our business has a good understanding of how 30 hours free childcare processes work	1	2	3	4	5	6	7	8	9		
Parents have approached us to find out more about 30 hours free childcare	1	2	3	4	5	6	7	8	9		
We feel we know enough about 30 hours free childcare to answer parents' queries	1	2	3	4	5	6	7	8	9		

IF BEEN APPROACHED ABOUT 30 HOURS (F7_3=1,2,3)

F8 What questions did parents have about 30 hours free childcare?

PLEASE SELECT ALL THAT APPLY

DS – please rotate codes 1 to 5.

They wanted to know more about 30 hours free childcare in general	1	
They wanted to know more about when they could start to get 30 hours free childcare	2	
They wanted to know about eligibility criteria	3	
They wanted to know about the childcare service account	4	
They wanted to know about how payments work	5	
They had other questions (please write in the space below)	6	
Don't know	7	

ASK ALL

F9 NW Please rate your overall experience of using the childcare service...

PLEASE SELECT ONE RESPONSE ONLY

Very good	1	
Fairly good	2	
Neither good nor poor	3	
Fairly poor	4	
Very poor	5	
Don't know	6	

ASK IF OVERALL EXPERIENCE OF USING CHILDCARE EXPERIENCE IS GOOD (F9NW =1,2)

F10 Why did you rate your overall experience of using the childcare service as good?

(Please write in any additional feedback that you would like to give about your experience of using the childcare service).

PLEASE WRITE IN		
Have no additional feedback to give	1	

ASK IF OVERALL EXPERIENCE OF USING CHILDCARE EXPERIENCE IS BAD (F9NW=4,5)

F11 Why did you rate your overall experience of using the childcare service as poor?

(Please write in any additional feedback that you would like to give about your experience of using the childcare service).

PLEASE WRITE IN		
Have no additional feedback to give	1	

N Firmographics

ASK ALL

- N1 **We are now almost at the end of the survey, thank you for your help so far. To help us analyse the information you have given us, we would just like to collect a few details about you as a childcare provider and the services you offer.**

ASK ALL, PLEASE SHOW ON THE SAME PAGE AS G1

- N2 **How many children are you registered to look after [IF PART OF A NURSERY CHAIN (S3=2): at your setting]?**
PLEASE SELECT ONE RESPONSE ONLY

WRITE IN NUMBER OF CHILDREN		
Don't know	1	

ASK ALL

- N3 **What are the age(s) of the child(ren) you look after [IF PART OF A NURSERY CHAIN (S3=2): at your setting]?**
PLEASE SELECT ALL THAT APPLY

Under 2 years old	1	
2 year olds	2	
3-4 year olds	3	
5-11 year olds	4	
12-17 year olds	5	
18+ year olds	6	
Refused	7	

ASK ALL

- N4 **Do any of the children you look after [IF PART OF A NURSERY CHAIN (S3=2): at this site] have Special Educational Needs or disabilities?**
PLEASE SELECT ALL THAT APPLY

Yes	1	
No	2	
Don't know	3	

ASK ALL

N5 **Do you accept Employer Childcare Vouchers from parents as a means of payment?**

PLEASE SELECT ONE RESPONSE ONLY

Yes	1	
No - but we used to in the past	2	
No – we have never accepted	3	
Don't know	4	

ASK ALL

N6 **Are you aware that as a setting you can carry on accepting Employer Childcare Vouchers from some parents even if you accept Tax-Free Childcare payments from other parents?**

PLEASE SELECT ONE RESPONSE ONLY

Yes, we were aware of this	1	
No, we were not aware	2	
Don't know	3	

O Re-Contact

- O1 **We may like to contact you again in the next 18 months to see how the childcare service is working for you. The survey would ask similar questions and take a similar amount of time to complete. As this is a new service, HMRC and the Department for Education are keen to identify any areas for improvement.**

Are you willing to be contacted to take part in an online survey? If we re-contact you this does not mean you have to take part in the survey. You can opt-out at any time.

Yes	1	
No	2	
Don't know	3	

IF AGREE TO RE-CONTACT (H1/1)

- O2 **Please confirm your contact details so that we can get in touch.**

Name:	ALLOW PREFER NOT TO SAY OPTION
Email address:	ALLOW PREFER NOT TO SAY OPTION
Telephone number:	ALLOW PREFER NOT TO SAY OPTION
Second telephone number:	ALLOW PREFER NOT TO SAY OPTION

ASK ALL

- O3 **We may be conducting some follow-up research to explore some of the areas discussed in this survey in more detail. This would take the form of a telephone interview lasting no more than 30 minutes. We would offer a thank-you payment of £25 for everyone who takes part in this telephone research. Would it be OK to contact you about taking part in this research in the next 18 months? Agreeing to be contacted does not mean you have to take part. You can opt-out at any time if we contact you.**

Yes	1	
No	2	
Don't know	3	

IF AGREE TO RE-CONTACT FOR QUAL ONLY (H1=2,3 AND H3=1)

H3B Please confirm your contact details so that we can get in touch.

Name:	ALLOW PREFER NOT TO SAY OPTION
Email address:	ALLOW PREFER NOT TO SAY OPTION
Telephone number:	ALLOW PREFER NOT TO SAY OPTION
Second telephone number:	ALLOW PREFER NOT TO SAY OPTION

ASK ALL

O4 On behalf of HMRC, the Department for Education and IFF Research, thank you very much for taking the time to tell us about your experiences.

Appendix B: Advance letters

Parents



HM Government



The Childcare Service
www.childcarechoices.gov.uk

«CONTACT»

«M_1st_line_of_address»

«M_2nd_line_of_address»

«M_3rd_line_of_address»

«M_4th_line_of_address»

«Post_code»

18th November 2019

Ref. «KEY_NUMBER»

Dear «CONTACT»

We'd like your views on the childcare service (30 hours childcare and Tax-Free Childcare)

I am writing to ask you for your help in an important study that HM Revenue and Customs (HMRC) and Department for Education are conducting. We have asked IFF Research, an independent research agency, to conduct the study on our behalf.

Why take part in the study?

The research will help us better understand the experience of parents that use the childcare service, 30 hours free childcare in England, and/or Tax-Free Childcare. This study is a key part of how we monitor our service and ensure that it fully meets parents' needs.

Taking part is easy

To fill in the survey please go to www.parentschildcaresurvey.com and enter your reference number «KEY_NUMBER», when asked to do so. The survey can be completed in any location with internet access and on a desktop computer, laptop, tablet or mobile. IFF Research will email you an invitation containing this link. **Please complete the survey by [DATE]**

How was I selected to take part?

HMRC uses information it holds to invite customers to participate in research, to improve and develop our services. Your contact details have been randomly selected from HMRC records of customers of the childcare service. For more information on this, and how we

protect data we hold about you, please see [HMRC's research webpage²](#). IFF Research has signed a confidentiality agreement with us for the research project, which means they are subject to the same confidentiality requirements that apply to HMRC staff.

Is this research confidential?

Your feedback will be completely confidential. IFF Research won't disclose to us who has taken part in the research and we will not be able to identify the individuals that take part, or their individual answers.

What if I don't want to take part?

Participation in the research is entirely voluntary and you can withdraw from the research at any time. You can e-mail your name and reference number to ChildcareServiceSurvey@iffresearch.com or call 0808 164 4784 and leave a voicemail with your name and reference number in order to ask IFF Research to not contact you further.

Further information

If you have any queries or would like further information, please contact Nicholas Mitchell at IFF Research on 0207 250 3035 or at nicholas.mitchell@iffresearch.com. Alternatively, you can contact me at corinne.lewis@hmrc.gov.uk.

Yours sincerely,



Corinne Lewis
Head of Benefits and Credits Research,
HM Revenue and Customs

² <https://www.gov.uk/government/organisations/hm-revenue-customs/about/research#how-hmrc-may-use-information-we-hold-about-you-to-conduct-research>

Providers



HM Government



The Childcare Service
www.childcarechoices.gov.uk

«ORGANISATION»

«M_1st_line_of_address»

«M_2nd_line_of_address»

«M_3rd_line_of_address»

«M_4th_line_of_address»

«Post_code»

18th November 2019

Ref. «KEY_NUMBER»

Dear Sir/Madam,

We'd like your views on the childcare service (30 hours childcare and Tax-Free Childcare)

I am writing to ask you for your help in an important study that HM Revenue and Customs (HMRC) and Department for Education are conducting. We have asked IFF Research, an independent research agency, to conduct the study on our behalf.

Why take part in the study?

The research will help us better understand the experience of childcare providers that use the childcare service, 30 hours free childcare in England, and/or Tax-Free Childcare. This study is a key part of how we monitor our service and ensure that it fully meets the needs of parents' and childcare providers.

Taking part is easy

To fill in the survey please go to www.iffresearch.com/surveys/J5787PROW5 and enter your reference number «**KEY_NUMBER**», when asked to do so. The survey can be completed in any location with internet access and on a desktop computer, laptop, tablet or mobile. IFF Research will email you an invitation containing this link. **Please complete the survey by [DATE].**

How was I selected to take part?

HMRC uses information it holds to invite customers to participate in research, to improve and develop our services. Your organisation's contact details have been randomly selected from HMRC records of childcare providers using the childcare service. For more information

on this, and how we protect data we hold about you, please see [HMRC's research webpage](#)³. IFF Research has signed a confidentiality agreement with us for the research project, which means they are subject to the same confidentiality requirements that apply to HMRC staff.

Is this research confidential?

Your feedback will be completely confidential. IFF Research won't disclose to us who has taken part in the research and we will not be able to identify the individual or organisation that has taken part, or their individual answers.

What if I don't want to take part?

Participation in the research is entirely voluntary and you can withdraw from the research at any time. You can e-mail your name and reference number to ChildcareServiceSurvey@iffresearch.com or call 0800 035 6052 and leave a voicemail with your name and reference number in order to ask IFF Research to not contact you further.

Further information

If you have any queries or would like further information, please contact Nicholas Mitchell at IFF Research on 0207 250 3035 or at nicholas.mitchell@iffresearch.com. Alternatively, you can contact me at corinne.lewis@hmrc.gov.uk.

Thank you in advance for your help.

Yours sincerely,



Corinne Lewis
Head of Benefits and Credits Research,
HM Revenue and Customs

³ <https://www.gov.uk/government/organisations/hm-revenue-customs/about/research#how-hmrc-may-use-information-we-hold-about-you-to-conduct-research>

Appendix C: Survey invitation

Parents



HM Government



The Childcare Service
www.childcarechoices.gov.uk

Reference: [KEY NUMBER]

Dear [NAME],

We'd like your views on the childcare service (30 hours childcare and Tax-Free Childcare)

I am writing to you to ask you for your help with an important study that HM Revenue and Customs (HMRC) and Department for Education are conducting. We have asked IFF Research, an independent research agency, to conduct the study on our behalf. The research will help us better understand the experience of parents that use the childcare service, 30 hours free childcare in England, and/or Tax-Free Childcare.

Taking part is quick and easy. You can complete in any location with internet access and on a desktop computer, laptop, tablet or mobile.

Click here to complete the survey.

Alternatively, you can copy and paste www.parentschildcaresurvey.com into your browser and enter your reference number [KEY NUMBER] when requested to complete the survey.

Your feedback will be completely confidential. IFF Research won't disclose to us who has taken part in the research and we will not be able to identify the individuals that take part, or their individual answers. If you would like to opt out of the survey, please email your name and reference number, which is in the top left corner of this email, to ChildcareServiceSurvey@iffresearch.com or call 0808 164 4784 and leave a voicemail with your name and reference number.

The closing date for the survey is [DATE].

Thank you in advance for your help.

Corinne Lewis
Head of Benefits and Credits Research,
HM Revenue and Customs

If you would like to talk to IFF Research about the study or you have any questions you can contact Nicholas Mitchell at IFF Research on 0207 250 3035 or by email via nicholas.mitchell@iffresearch.com. If you want to check IFF Research's credentials as a research company, you can contact the Market Research Society on 0800 975 9596.

Providers



HM Government



The Childcare Service
www.childcarechoices.gov.uk

Ref. [KEY NUMBER]

Dear Sir / Madam,

Have your say on the childcare service

This is your invitation to take part in the childcare service customer experience survey

I am writing to ask you for your help in an important study that HM Revenue and Customs (HMRC) and Department for Education are conducting. We have asked IFF Research, an independent research agency, to conduct the study on our behalf. The research will help us better understand childcare providers experiences of the childcare service, 30 hours free childcare in England, and/or Tax-Free Childcare.

We are looking to gather the views of the person responsible for applying for the childcare service and/or for managing the ongoing interactions with Tax-Free Childcare and 30 hours free childcare.

Please forward this email on to the relevant person if it is not you – for example to a manager or administrator.

Click [here](#) to complete the survey.

Alternatively, you can copy and paste www.iffresearch.com/surveys/J5787PROW5 into your browser and enter your reference number [KEY NUMBER] when requested to complete the survey.

Your feedback will be completely confidential. IFF Research won't disclose to us who has taken part in the research and we will not be able to identify the individuals that take part, or their individual answers.

The closing date for the survey is [DATE].

If you do not wish to take part, please email your name and reference number, which is in the top left corner of this email, to ChildcareServiceSurvey@iffresearch.com or call 0800 035 6052 and leave a voicemail with your name and reference number. I would like to reassure you that whether or not you take part in this study will not affect any of your current or future dealings with HM Revenue and Customs or Department for Education.

Thank you in advance for your help.

Corinne Lewis
Head of Benefits and Credits Research,
HM Revenue and Customs

If you would like to talk to IFF Research about the study or you have any questions you can contact Nicholas Mitchell at IFF Research on 0207 250 3035 or by email via nicholas.mitchell@iffresearch.com. If you want to check IFF Research's credentials as a research company, you can contact the Market Research Society on 0800 975 9596.

Appendix D: Reminder letters

Parents – reminder 1



The Childcare Service
www.childcarechoices.gov.uk

Reference: [KEY NUMBER]

Dear [NAME],

Childcare service customer experience survey

We recently invited you to take part in the childcare service survey. This survey is being conducted by IFF Research on behalf of HM Revenue and Customs and Department for Education.

We would still like you to complete the survey, so you can tell us about your experience of using the online childcare service, including your experience of using Tax-Free Childcare and/or 30 hours free childcare. This will help us to continue to improve the quality of service that you receive.

Click here to complete the survey.

Alternatively, you can copy and paste www.parentschildcaresurvey.com into your browser and enter your reference number [KEY NUMBER] when requested to complete the survey.

Your feedback will be completely confidential. IFF Research won't disclose to us who has taken part in the research and we will not be able to identify the individuals that take part, or their individual answers. If you would like to opt out of the survey, please email your name and reference number, which is in the top left corner of this email, to ChildcareServiceSurvey@iffresearch.com or call 0808 164 4784 and leave a voicemail with your name and reference number.

The closing date for the survey is [DATE].

Thank you in advance for your help.

A handwritten signature in black ink, appearing to read "Corinne Lewis".

Corinne Lewis
Head of Benefits and Credits Research,
HM Revenue and Customs

If you would like to talk to IFF Research about the study or you have any questions you can contact Nicholas Mitchell at IFF Research on 0207 250 3035 or by email via nicholas.mitchell@iffresearch.com. If you want to check IFF Research's credentials as a research company, you can contact the Market Research Society on 0800 975 9596.

Parents – final reminder



HM Government



The Childcare Service
www.childcarechoices.gov.uk

Reference: [KEY NUMBER]

Dear [NAME],

Final Reminder: We'd still like to hear about your experiences of using the childcare service

The childcare service customer experience survey is **closing on [DATE]**. The childcare service is the online service that you used to apply for Tax-Free Childcare and/or 30 hours free childcare – it is also how you access your account.

There is still time to complete the survey, and we would really like you to do so. We will be using the responses to better understand the service that you receive and identify any necessary improvements.

Click here to complete the survey.

Alternatively, you can copy and paste www.parentschildcaresurvey.com into your browser and enter your reference number [KEY NUMBER] when requested to complete the survey.

Your feedback will be completely confidential. IFF Research won't disclose to us who has taken part in the research and we will not be able to identify the individuals that take part, or their individual answers. If you would like to opt out of the survey, please email your name and reference number, which is in the top left corner of this email, to ChildcareServiceSurvey@iffresearch.com or call 0808 164 4784 and leave a voicemail with your name and reference number.

Thank you in advance for your help.

Corinne Lewis
Head of Benefits and Credits Research
HM Revenue and Customs

If you would like to talk to IFF Research about the study or you have any questions you can contact Nicholas Mitchell at IFF Research on 0207 250 3035 or by email via nicholas.mitchell@iffresearch.com. If you want to check IFF Research's credentials as a research company, you can contact the Market Research Society on 0800 975 9596.

Providers – reminder 1



HM Government



The Childcare Service
www.childcarechoices.gov.uk

Ref. [KEY NUMBER]

Dear Sir / Madam,

We'd like to hear about your experiences of using the childcare service

We recently invited you to take part in the childcare service survey. This survey is being conducted by IFF Research on behalf of HM Revenue and Customs and Department for Education.

We would still like you to complete the survey, so you can tell us about your experience of the online childcare service, including your experience of using Tax-Free Childcare and/or 30 hours free childcare. This will help us to continue to improve the quality of service that you receive.

We are looking to gather the views of the person responsible for applying for the childcare service and/or for managing the ongoing interactions with Tax-Free Childcare and 30 hours' free childcare.

Please forward this email on to the relevant person if it is not you – for example to a manager or administrator.

Click here to complete the survey.

Alternatively, you can copy and paste www.iffresearch.com/surveys/J5787PROW5 into your browser and enter your reference number [KEY NUMBER] when requested to complete the survey.

Your feedback will be completely confidential. IFF Research won't disclose to us who has taken part in the research and we will not be able to identify the individuals that take part, or their individual answers. If you would like to opt out of the survey, please email your name and reference number, which is in the top left corner of this email, to ChildcareServiceSurvey@iffresearch.com or call 0808 164 4784 and leave a voicemail with your name and reference number.

The closing date for the survey is [DATE].

Thank you in advance for your help.

Corinne Lewis
Head of Benefits and Credits Research
HM Revenue and Customs

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Providers – final reminder



HM Government



The Childcare Service
www.childcarechoices.gov.uk

Ref. [KEY NUMBER]

Dear Sir / Madam,

Final Reminder: We'd like to hear about your experiences of using the childcare service

The childcare service customer experience survey is closing on [DATE]. The childcare service is the online service that you used to apply for Tax-Free Childcare and/or 30 hours free childcare.

We are looking to gather the views of the person responsible for applying for the childcare service and/or for managing the ongoing interactions with Tax-Free Childcare and 30 hours' free childcare.

Please forward this email on to the relevant person if it is not you – for example to a manager or administrator.

Click here to complete the survey.

Alternatively, you can copy and paste <http://www.iffresearch.com/surveys/j5787ccpw5> into your browser and enter your reference number [KEY NUMBER] when requested to complete the survey.

Your feedback will be completely confidential. IFF Research won't disclose to us who has taken part in the research and we will not be able to identify the individuals that take part, or their individual answers. If you would like to opt out of the survey, please email your name and reference number, which is in the top left corner of this email, to ChildcareServiceSurvey@iffresearch.com or call 0808 164 4784 and leave a voicemail with your name and reference number.

Thank you in advance for your help.

Corinne Lewis
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“

IFF Research illuminates the world for organisations businesses and individuals helping them to make better-informed decisions.”

Our Values:

1. Being human first:

Whether employer or employee, client or collaborator, we are all humans first and foremost. Recognising this essential humanity is central to how we conduct our business, and how we lead our lives. We respect and accommodate each individual's way of thinking, working and communicating, mindful of the fact that each has their own story and means of telling it.

2. Impartiality and independence:

IFF is a research-led organisation which believes in letting the evidence do the talking. We don't undertake projects with a preconception of what "the answer" is, and we don't hide from the truths that research reveals. We are independent, in the research we conduct, of political flavour or dogma. We are open-minded, imaginative and intellectually rigorous.

3. Making a difference:

At IFF, we want to make a difference to the clients we work with, and we work with clients who share our ambition for positive change. We expect all IFF staff to take personal responsibility for everything they do at work, which should always be the best they can deliver.



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