

Parent satisfaction in the kihz daycare centres 2022

Dear parents

“What aspects of a good daycare centre are important to you or how do you identify good childcare?” This is the open question we always set at the start of our parent satisfaction survey. And this was how we asked you once again for your assessment.

As in previous years, it was stated that an important indicator of good childcare is that the child feels comfortable and enjoys going to the daycare centre. Seeing that their child looks forward to daycare builds trust and gives parents the assurance that the caregivers are attentive and address their child's needs.

Other criteria included a stable staffing ratio and satisfied staff who are fully present, know the children and communicate transparently.

Once again, the responses showed that the needs of the child's emotional and physical well-being – such as a sense of security, a good relationship between child and caregiver, dialogue, healthy nutrition, exercise and a safe environment – are still more important than the structural framework conditions.

Given equal mention were the pedagogical concept, personalised education, and flexibility in drop-off and pick-up times. However, these aspects were less often mentioned in the rest of the survey.

The result once again confirmed to us the key importance of a trustful basis when it comes to building a successful educational partnership.

We thank you for your detailed responses and the appreciation expressed for our daycare staff. This helps us to continue to work on our professionalism and serves as a great source of motivation.

Longitudinal comparison with 2020

The content of the latest questionnaire was adapted and shortened from that of 2020, which is why we cannot make an exact longitudinal comparison with previous surveys. Nevertheless, we will compare the results in overlapping subject areas, and examine the new subject areas introduced.

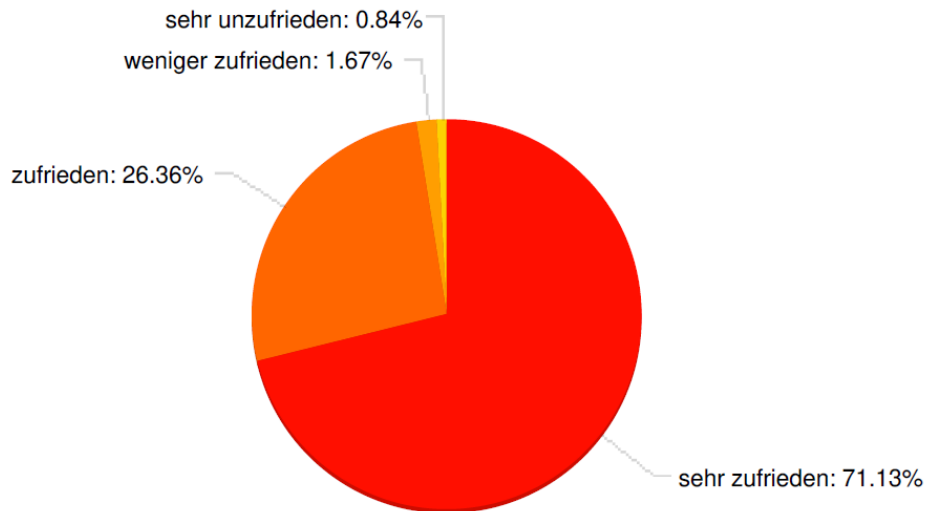
Response and representativeness

This year's response provides us with a very good insight into your assessment of the kihz daycare centres. Out of 388 families contacted, 259 parents responded, which corresponds to a response rate of 67% and an increase of almost 50% compared to 2020!

Care and support of the child

Our staff at the daycare centre support the children in reaching their developmental milestones and learning to live as members of a community. In accordance with their age, we promote their independence and social, cognitive and physical development.

When asked about their overall satisfaction with their kihz daycare centre, 97% of parents answered that they are *very satisfied* or *satisfied*. Only 1.7% of the parents are *less satisfied*: a result that is almost identical to the 2020 assessment.



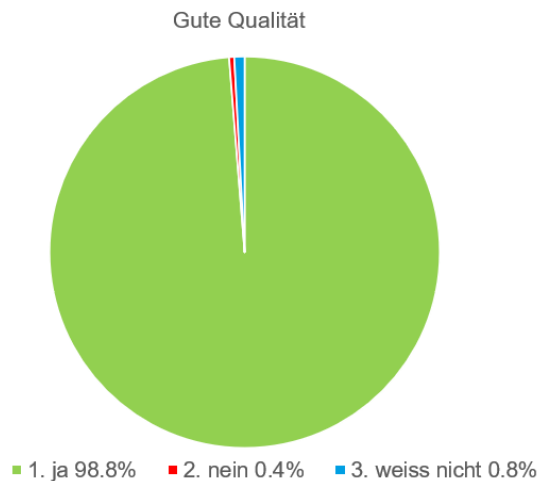
We are extremely pleased that we were able to receive this excellent overall satisfaction level.

Satisfaction with the quality of kihz daycare centres

New in the survey was the question on whether you would rate the quality of the kihz daycare centres as good. 99% of parents said yes, and 95% of respondents would also recommend the kihz daycare centres to others.

This result is a great confirmation of our work and a valuable source of motivation for us.

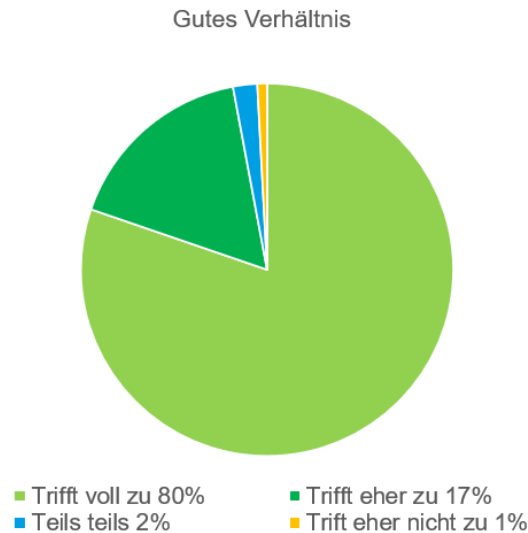
Your open comments have given us inspiration on how we can further optimise our digital communication and our flexibility. We will be happy to take them into account.



Educational partnership between parents and kihz daycare staff

An open and trusting relationship between parents and staff is the basis of a successful educational relationship. Not only the children, but also their parents should feel comfortable – and be included in the development processes as experts for their child.

Happily, around 97% of the families consider the relationship between staff and parents to be trusting and feel comfortable in their kihz daycare centre.

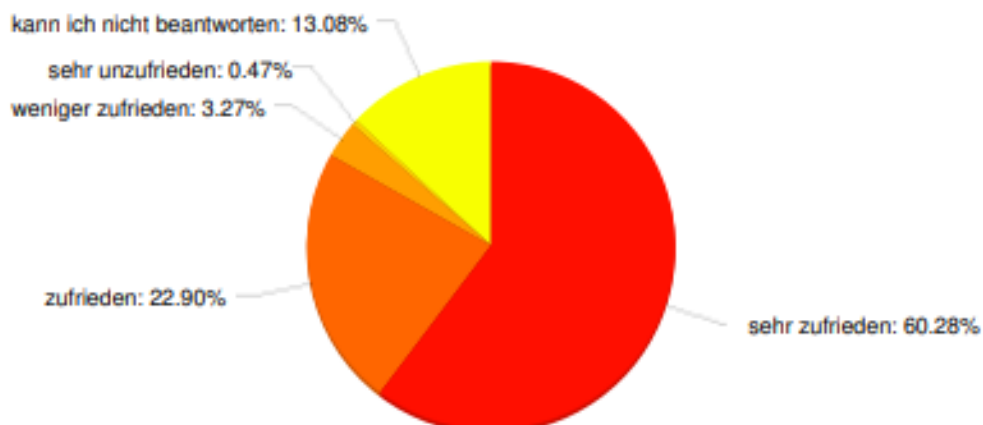


Support during the settling-in period

The settling-in period at the daycare centre is the first time that many parents experience a childcare setting outside the family environment. It may even be the first time that they place their child in the hands of others. According to our survey, an important factor of the quality of a daycare centre is a well-structured start which, by offering room for questions and adapting to each child's pace, allows a relationship between the child and caregiver to grow.

Around 83% of the respondents are *very satisfied* or *satisfied* with the support given during the settling-in period. We are very pleased that we were able to improve again by topping our 2020 score (2020, 78%).

Critical comments on the form of the settling-in period are very important to us. We will examine them internally.



Framework conditions

For the children, the daycare centre is a living space in which they play, eat, sleep, socialise and learn and practise new skills. This means that the rooms must meet a wide range of needs and bring the children's different interests under one roof. We therefore aim to design functional rooms that can be used in a variety of ways and yet also provide spaces for quiet play and withdrawal.

Satisfaction with selected aspects of kihz daycare centres

As to kihz daycare framework conditions, the opening hours meet the needs of around 97% of parents. This shows that adjustments made in recent years to optimise fulfilment of parents' requirements have been effective.

Satisfaction regarding nutrition and hygiene is both pleasing and stable, with levels matching those of 2020. 93% of respondents state that their daycare centre is clean and that much importance is attached to hygiene. 87% rate kihz nutrition as healthy and balanced. These assessments validate the actions we take.

Wie schätzen Sie folgende Rahmenbedingungen der Kita ein?

Anzahl Teilnehmende: 237

- Die Einrichtung der Innenräume ist kinderfreundlich und ansprechend.
- Die Kita ist sauber und es wird viel Wert auf Hygiene gelegt.
- Der Aussenraum ist attraktiv und einladend.
- Die Ernährung bei der Stiftung kihz ist ausgewogen und gesund.
- Die Öffnungszeiten entsprechen meinen Bedürfnissen und Vorstellungen.

		Trifft nicht zu (1)		Trifft eher nicht zu (2)		Teil, teils (3)		Trifft eher zu (4)		Trifft voll zu (5)		Kann ich nicht beurteilen (0)	
Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	Σ	±
-	-	-	-	8x	3.38	65x	27.43	164x	69.20	-	-	4.66	0.54
1x	0.42	2x	0.84	12x	5.06	70x	29.54	150x	63.29	2x	0.84	4.56	0.67
-	-	5x	2.11	18x	7.59	58x	24.47	156x	65.82	-	-	4.54	0.73
-	-	-	-	11x	4.64	33x	13.92	175x	73.84	18x	7.59	4.75	0.54
-	-	2x	0.84	7x	2.95	18x	7.59	210x	88.61	-	-	4.84	0.50

Communication and information

We place great value on regular assessment meetings, brief handover talks, sharing information and holding events. A constructive exchange of impressions, experiences and expectations between daycare staff and parents helps build trust and avoid misunderstandings.

We were also able to record a high level of satisfaction in communication. This is very pleasing as the exceptional situation caused by the Coronavirus pandemic posed communicational challenges to all our staff last year too.

Wie schätzen Sie die Information und Kommunikation in folgenden Situationen ein?

Anzahl Teilnehmer: 240

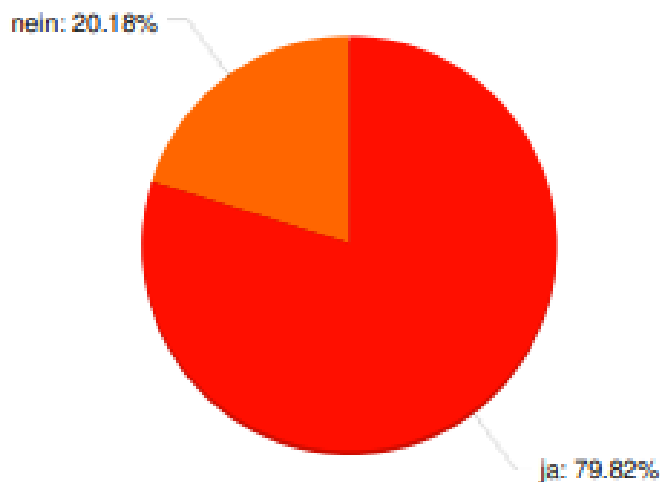
1. Die Übergabegespräche am Morgen und Abend sind informativ.
2. Die Kommunikation via kihz App empfinde ich als wertvolle Unterstützung.
3. Die Standortgespräche sind professionell gestaltet.
4. Die Elternabende sind interessant gestaltet.
5. Die Häufigkeit der Elternveranstaltungen ist angemessen.
6. Ich schätze es, die Elternpost zu erhalten.

Trifft nicht zu (1)		Trifft eher nicht zu (2)		Teil, teils (3)		Trifft eher zu (4)		Trifft voll zu (5)		Kann ich nicht beurteilen (0)	
Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	Σ	±
2x	0.85	4x	1.69	38x	16.10	66x	27.97	126x	53.39	-	4.31 0.86
4x	1.69	5x	2.12	17x	7.20	34x	14.41	169x	71.61	7x	4.57 0.86
-	-	2x	0.85	3x	1.27	30x	12.71	161x	68.22	40x	4.79 0.51
-	-	1x	0.42	10x	4.24	42x	17.80	121x	51.27	62x	4.63 0.62
-	-	7x	2.97	15x	6.36	46x	19.49	130x	55.08	38x	4.51 0.79
1x	0.43	1x	0.43	10x	4.26	39x	16.60	163x	69.36	21x	4.69 0.63

Final questions

Paying by e-Bill

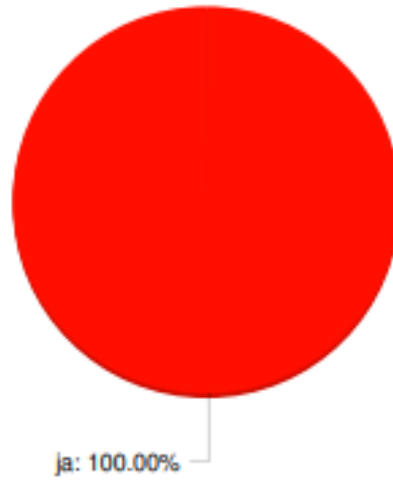
We asked you whether you would like to pay your bills by e-Bill. Around 80% of participants were in favour. This is important feedback for us that we will now follow up.



Other childcare options proved by the kihz Foundation – kihz Flex

Parallel to our satisfaction survey among parents of children at kihz daycare centres, we also asked parents using kihz Flex, the flexible short-term childcare option, for their assessment. We are delighted that 100% of participants appreciate the service and would recommend it to others!

This reliable and flexible childcare solution, that mirrors the pedagogical quality of kihz daycare centres, is a valuable and much appreciated form of support to parents wishing to balance career and family life effectively.



Answers to open questions

A detailed account of your answers to open questions has not been included in this summary. The staff in the respective daycare centres will analyse and discuss your comments in their teams.

We thank all parents for their contribution to the survey.



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