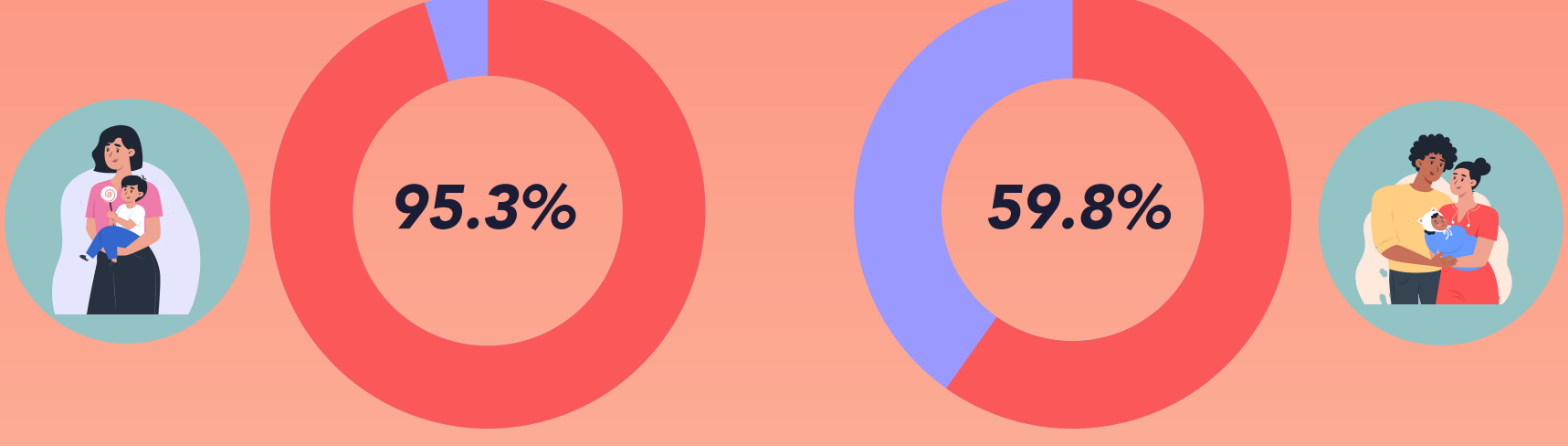


The Mindset of Parents in the Market

Being a parent comes with its own unique set of challenges when it comes to workplace priorities.

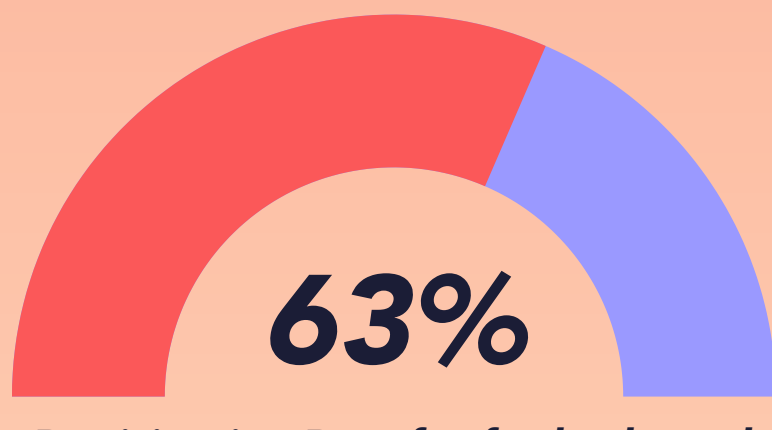


Among married-couple families with children, 95.3% had at least one employed parent in 2020, and 59.8% had both parents employed.

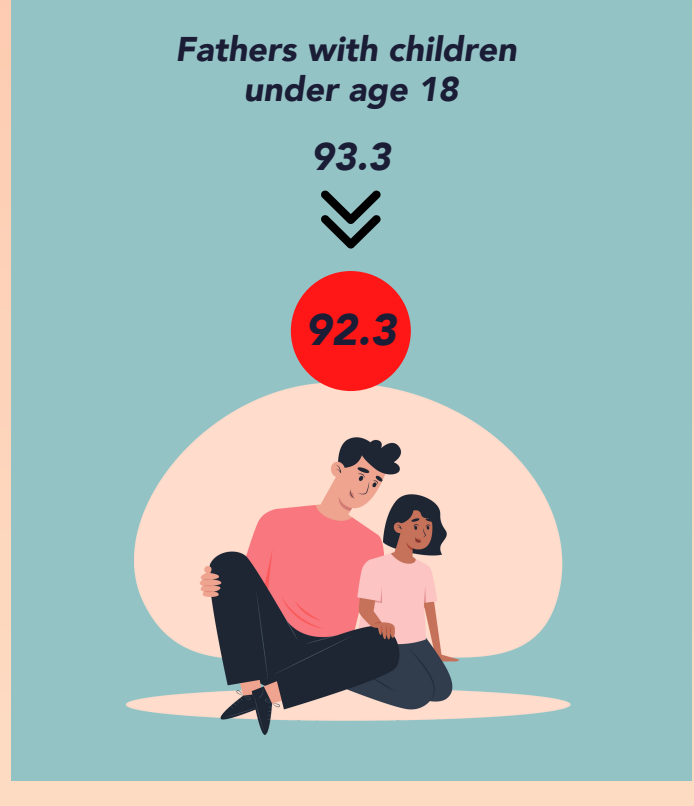
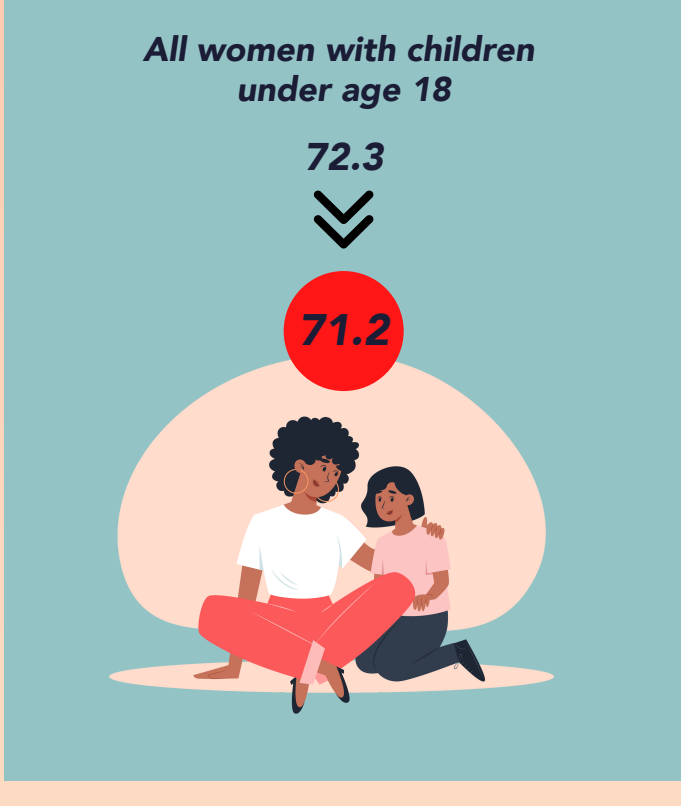


In the post-pandemic world, being a working parent is more difficult than ever.

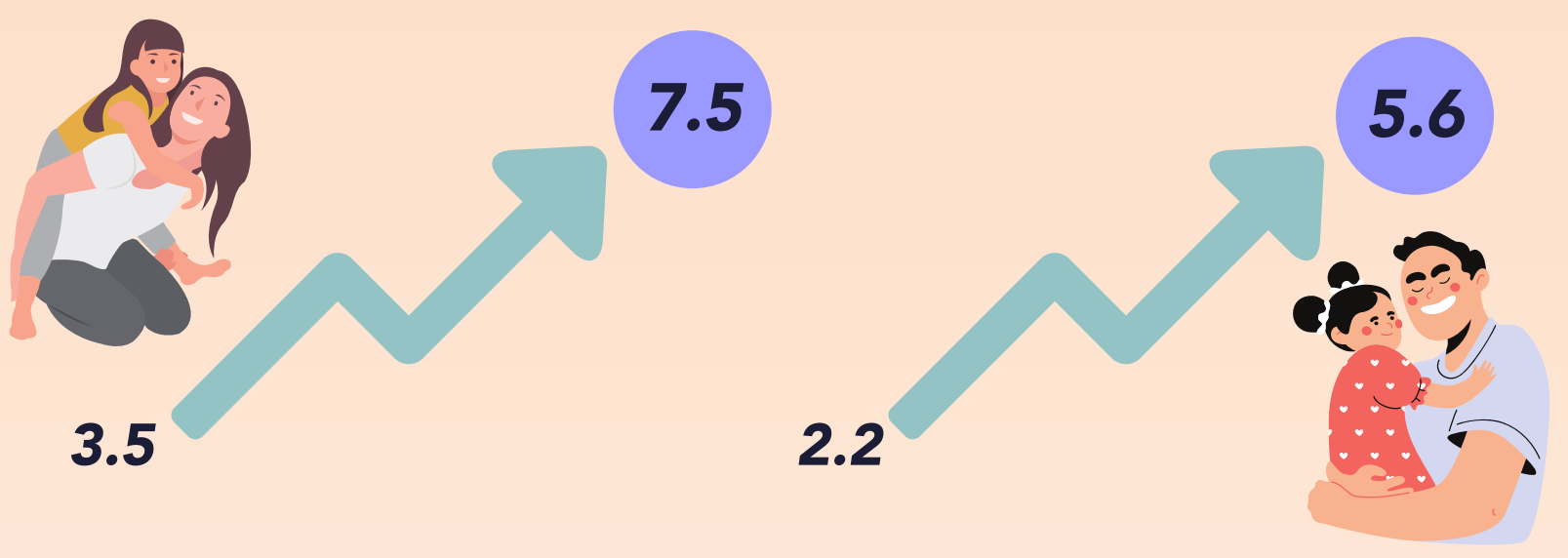
63% of people say the pandemic and COVID-19 change the way they view work.



Labor Force Participation Rate for for both mothers and fathers with children under age 18 decreased by 1%

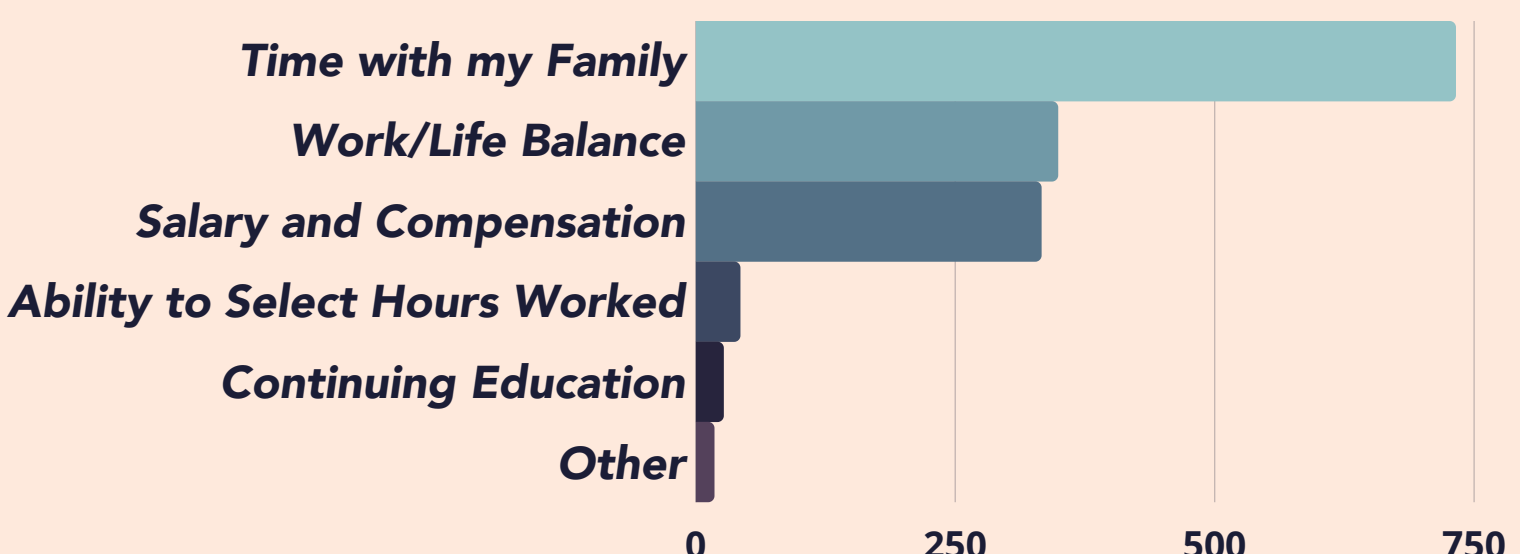


In 2020, the unemployment rate for **MOTHERS & FATHERS** increased by several percentage points.

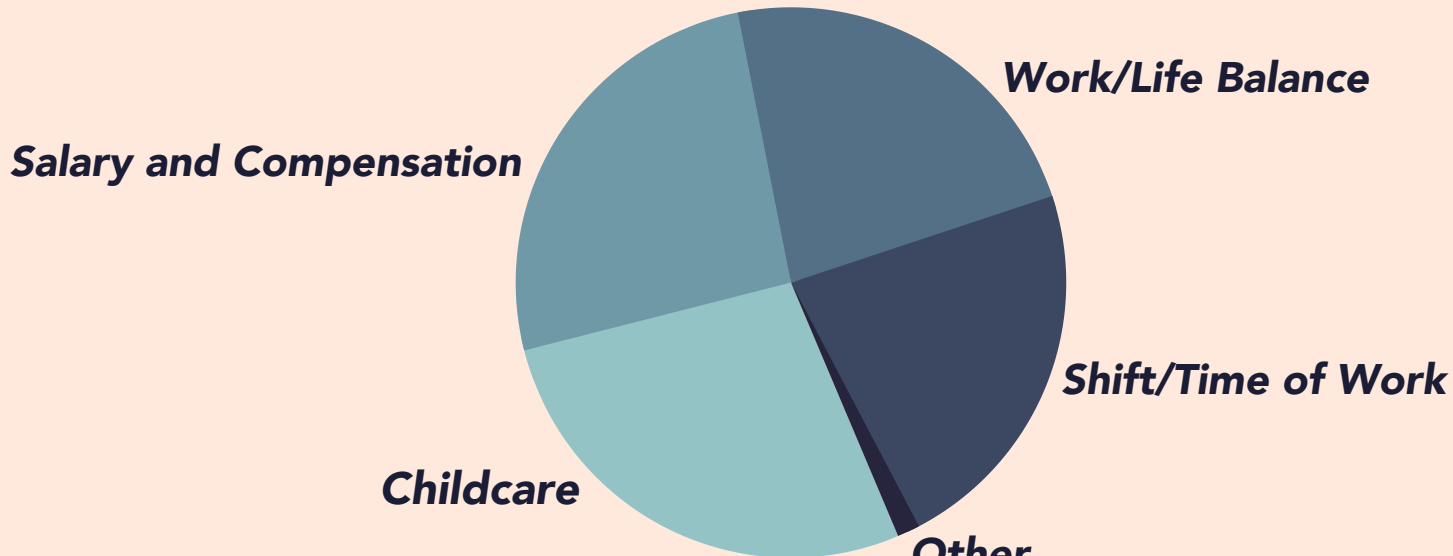


It's essential that employers take the **SPECIFIC NEEDS** of parents into consideration when developing their workforce strategies.

What is most valuable to you when it comes to work?



What is your biggest consideration when it comes to your work schedule?



When it comes to work flexibility, what are you looking for?

