

MODERN FAMILY INDEX 2016

LABOR PAINS: WHAT EMPLOYEES EXPECT WHEN THEY'RE EXPECTING

For working women and men planning to build a family, there's far more to consider than the traditional elements of health, marriage, home-ownership, and savings. Topping today's list is their employer.

A whopping 70% of first-time parents, according to a new study, admit that their workplace impacted the timing of their first baby. An equal number of women planning to start a family in the short-term said the same thing.

Parent responses in the 2016 Modern Family Index survey, commissioned by **Bright Horizons**[®] and conducted by Kelton Global, show just how inextricably connected personal and work life have become. Gone are the days when young professionals worked just to support their families. Today's generation of parents work for fulfillment and satisfaction, and as a result factor employers prominently into the very personal decision about having children. They're determined to build families without postponing, deprioritizing, or giving up on career ambitions. Yet they're worried about careers post-baby, and they'd give up a lot (including money) for an employer that is family-friendly.

While others may expect that new parenthood makes these employees less committed to their jobs, this new Modern Family Index shows that just the opposite is true. Today's new parents — largely in dual income households — are excited by work; it fulfills them. And they have no intention of giving that up as they plan for a family. As a result, for many people, family planning starts in the office.



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STUDY SHOWS EXPECTANT PARENTS EXPECT MORE

The 2016 Modern Family Index sheds new light on an old problem — that despite an ongoing national conversation about the need for family-friendly workplaces, organizations are still not successfully helping people effectively manage families and careers. Both women and men continue to worry about what happens to careers after starting a family. And it turns out, for good reason. Many expectant parents have seen their colleagues passed over for promotions when they have children; others have seen careers stall.

- More than two thirds (70%) of expectant mothers considered their employer in the timing for a baby
- 66% of first-time fathers say they have factored their employer into the timing for a baby

And their fears are well-founded. Following the birth or adoption of a child, many first-time parents say they have felt the sting on careers in earnest. Nearly one in four new parents reported difficulty developing their careers, one in five say they have been passed over for opportunities, and 15% report losing out on promotions.

WORKING WOMEN: ESSENTIAL TO THE ECONOMY

The data comes at a pivotal time in the national conversation about women in the workplace, the new role of dads, and equitable expectations for both. Women today outnumber men both on college campuses¹ and in earning advanced degrees,² and no longer expect to put their career on hold while they have a family.

COMMITTED TO CAREERS

Women genuinely want to come back to work following children, more than half for the personal fulfillment they get from the job. **Despite concerns about workplace discrimination, most (96%) expectant mothers said they not only plan to return to work after a baby, but are actually eager to.**

- 92% plan to be as committed post-baby as they were before
- 77% are excited to provide for their family
- 64% are excited about being a role model for their child
- 53% look forward to developing their career



UNREALIZED EXPECTATIONS

Unfortunately, many employers aren't capitalizing on the commitment and ambition of first-time parents. Many women reported challenges after merely telling the boss they were expecting.

- 1 in 5 felt they were now at greater risk of being fired
- 1 in 5 were passed over for a new opportunity
- 1 in 4 new parents experienced judgment from supervisors and/or coworkers

BUMPY RE-ENTRY

And once back, new parents, both moms and dads, face workplace bias far beyond even their already leery expectations.

- 43% believe their employer sees them as less committed
- 39% feel their employer would prefer they found another job
- 37% believe they're treated worse than other employees
- 35% feel actively discriminated against

NOT SITTING BACK, READY TO MAKE A MOVE

As a result, many parents — men and women — are rethinking their current jobs.

- Roughly half of new parents have taken a new job, opting for less money, but more family friendliness
- 78% of working parents considered not returning to their company after having their first child
- Three in five (59%) say they're likely to switch employers now that they have their first child

FAMILY PLANNING STARTS AT THE OFFICE

70%

NEW PARENTS SAY THEIR EMPLOYER IMPACTED THE TIMING OF THEIR FIRST CHILD

NEW PARENTS SEE BIAS AT WORK

NEW PARENTS SAY THEIR EMPLOYER:

FEELS THEY ARE LESS COMMITTED

43%

39%

PREFERS THEY FIND ANOTHER JOB

TREATS THEM WORSE THAN OTHER EMPLOYEES

37%

35%

DISCRIMINATES AGAINST THEM

NEW DADS FIND WORKPLACE SURPRISINGLY HOSTILE

In a sharp departure from previous generations, working fathers are prioritizing family equally with careers and seeing increased conflict between the two.³ Men are no longer satisfied with the expectation of simply being breadwinners, with a 2015 report showing a greater number of dads were more worried about work/life balance than promotions.⁴ Two million dads have actually opted out.⁵ Not surprisingly then, **two-thirds of working dads include their job in the family-planning equation, and they report real workplace bias, often in even higher numbers than moms.**

FALLING BEHIND

Being a dad exacts a heavy price. For first time fathers, the excitement about growing a family and the commitment to being equal partners in parenting are often dashed by a workplace that has not progressed to meet the new generation's work/life expectations.

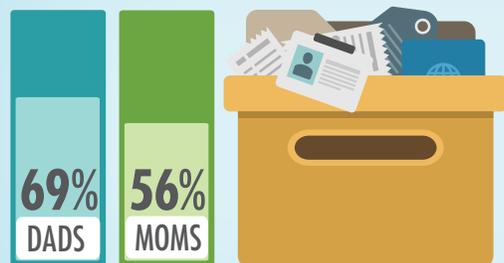
- More than a third of new dads felt negatively judged by their coworkers and supervisors after announcing fatherhood
- 1 in 3 felt it limited their opportunities for advancement
- 1 in 4 believe that the announcement of fatherhood caused employers to think less of them

"I QUIT!"

Employers need to be equally concerned about losing men and women as they start their families. **New dads report that a family-friendly environment is as important to them as it is to their female counterparts.**

- 69% of working fathers say fatherhood will likely prompt a job change
- 31% would quit because they fear being undervalued
- 31% would quit because of judgment from colleagues
- 29% would quit because of favoritism for childless coworkers
- 27% felt at risk of being fired once they told their employer they were going to be a parent

DADS FACE BIAS AT WORK AFTER KIDS



MORE LIKELY TO SWITCH JOBS NOW THAT THEY HAVE THEIR FIRST CHILD



AFTER TELLING COWORKERS ABOUT KIDS



WINNING OVER WORKING PARENTS

This year's Modern Family Index is the third in a series showing what's on working parents' minds. In 2014, working mothers and fathers told us they thought family responsibilities would get them fired. In 2015, the Modern Family Index showed parents quietly harboring productivity-sapping dissatisfaction with their jobs.

Working parents continue to be a focal point for organizations — and for good reason. The 2015 Modern Family Index showed managers recognizing these employees not only as ace multitaskers, but also as stronger than their counterparts in handling finances, managing time, and dealing with crises. **And the fact that nearly two in five (38%) first-time parents felt they needed a family-friendly job before having their first child shows they would stay in the workforce with the right combination of job, pay, and work/family life balance.** Employer support that would get the attention of first-time mothers includes:

- Flex time: 81%
- HR training to increase acceptance of working parents: 41%
- At-work child care: 69%
- Disciplinary action for employees who treat working parents poorly: 40%

That becomes even more important when you look at labor and delivery rates:⁶ births are down among women in their twenties, and up for women over age 35 (13% since 2010). The upshot is that pivotal Millennials (who in 2015 had more than 90% of babies)⁷ are waiting longer and longer to have children. By some estimates, employees cost roughly 1.5 times their salary⁸ to replace. That means parents-to-be are not only going to be in valuable mid-career roles when they go out on parental leave, they're also going to be expensive to replace if they don't come back.



ABOUT THE BRIGHT HORIZONS MODERN FAMILY INDEX

The Modern Family Index is an Internet-based survey conducted by Kelton Global from August 24 to September 2, 2016. The first sample included 530 employed women ages 18 and over who are currently pregnant with their first child or planning to have their first child in the next two years, with a margin of error of +/- 4.3%. The second sample included 515 women ages 18 and over who have had their first child in the past two years and returned to work and 150 employed men ages 18 and over who have had their first child in the past two years, with a margin of error of +/- 4.3% for new mothers and 8.0% for new fathers. *Note: Please refer to the survey as the Bright Horizons Modern Family Index.

¹ Mark Hugo Lopez and Ana Gonzalez-Barrera, "Women's College Enrollment Gains Leave Men Behind," Pew Research Center, March 6, 2014

² Kurt Bauman and Camille Ryan, "Women Now at the Head of the Class, Lead Men in College Attainment," U.S. Census Bureau, October 7, 2015

³ Kim Parker and Gretchen Livingston, "6 Facts about American Fathers," Pew Research Center, June 16, 2016

⁴ Modern Family Index 2015, Bright Horizons Family Solutions

⁵ Kim Parker and Gretchen Livingston, "6 Facts about American Fathers," Pew Research Center, June 16, 2016

⁶ T.J. Mathews, M.S.; and Brady E. Hamilton, Ph.D., "Mean Age of Mothers is on the Rise: United States, 2000–2014," Center for Disease Control, January, 2016

⁷ Brady E. Hamilton, Ph.D., Joyce A. Martin, M.P.H., and Michelle J.K. Osterman, M.H.S., Births: Preliminary Data for 2015, National Vital Statistics Report, Volume 65, Number 3, June 2, 2016

⁸ Tara Seigel Bernard, "Why Companies Have Started to Coach New Parents," New York Times, July 22, 2016