

Moms on the “Mother Load”:



Moms on the “Mother Load”: Methodology

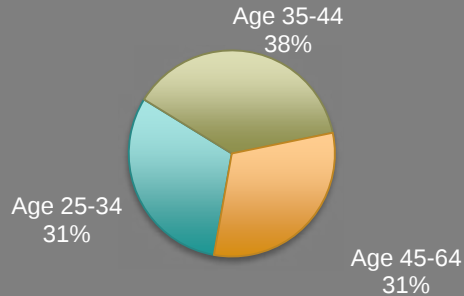
- 516 online interviews
- Conducted in Fall 2018
- Mothers age 18-64
- All respondents are mothers or guardians of children age 21 and younger who live in their household
- Data weighted to reflect U.S. population of mothers by age and ethnicity



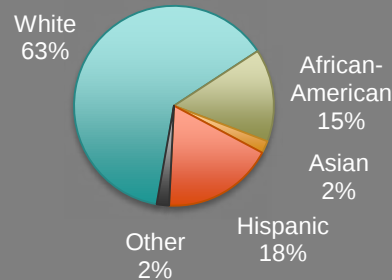
#researchmoms

Moms on the “Mother Load”: Sample Demographics

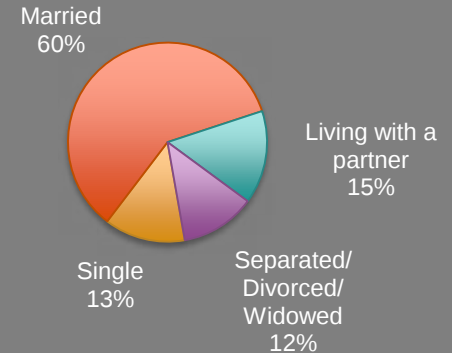
Age



Race/Ethnicity

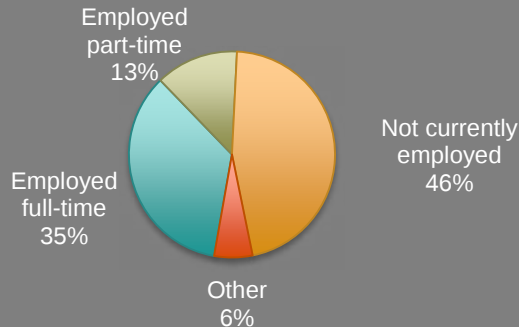


Marital Status

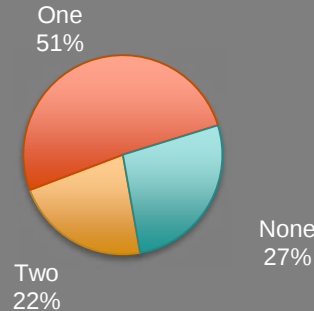


Moms on the “Mother Load”: Sample Demographics

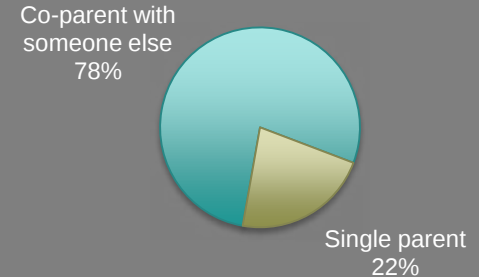
Employment Status



Number of full-time working
parents in household

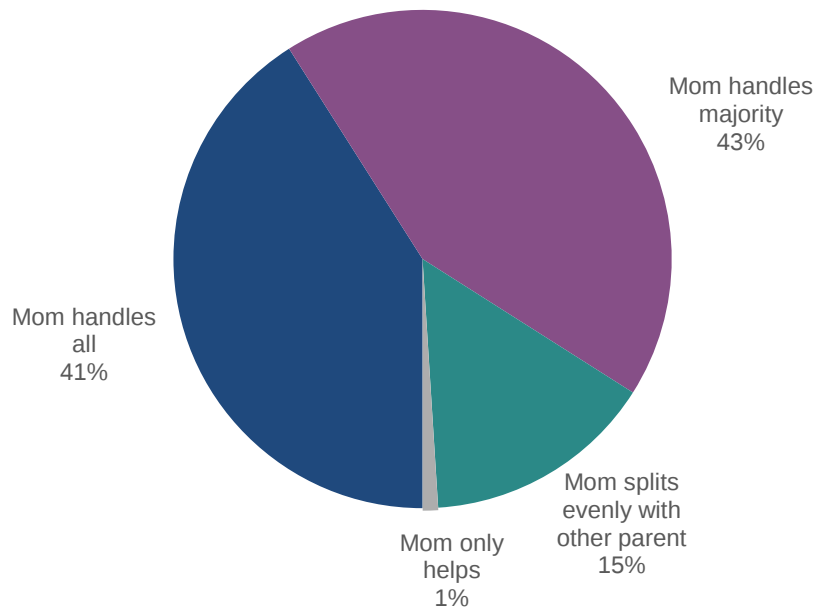


Co-Parent Status



Mom's Mental Load

Overall, who handles the responsibilities regarding your children?



Moms say they handle all or majority of the parenting responsibilities

% of moms who handle all or majority of the parenting responsibilities:

87%

of moms who work full-time

83%

of moms who are home

Mom's “Mother Load”



The ResearchMoms
#researchmoms

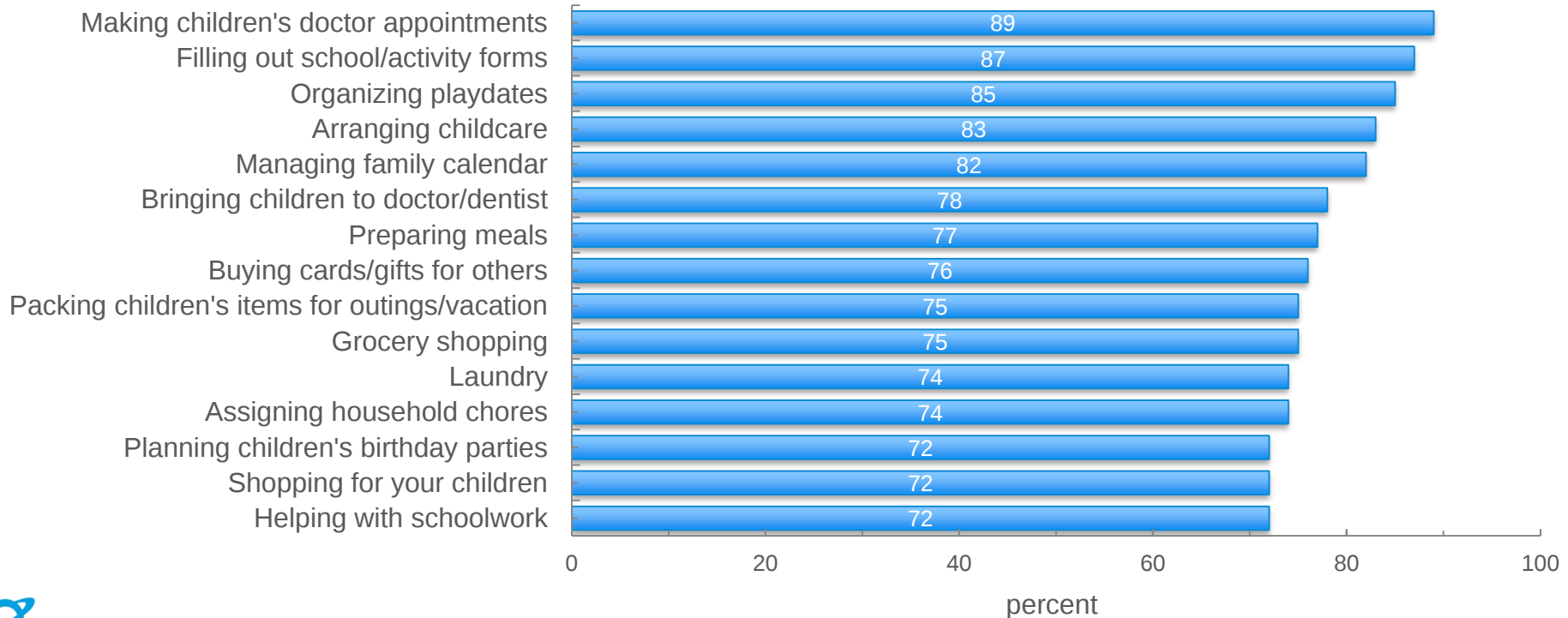
Who is primarily responsible for each task?

Mom
is primarily
responsible

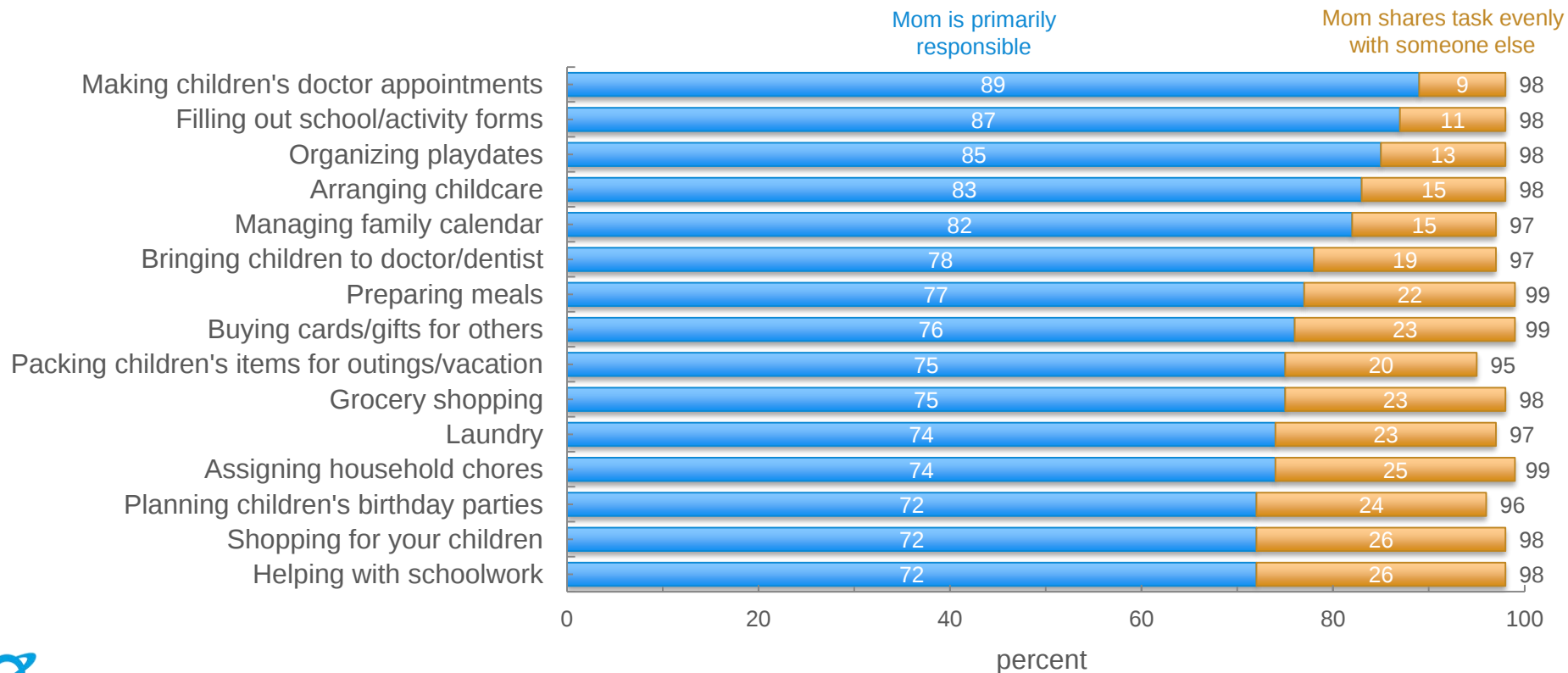
Mom
shares task
evenly with
someone else

Someone else
is primarily
responsible

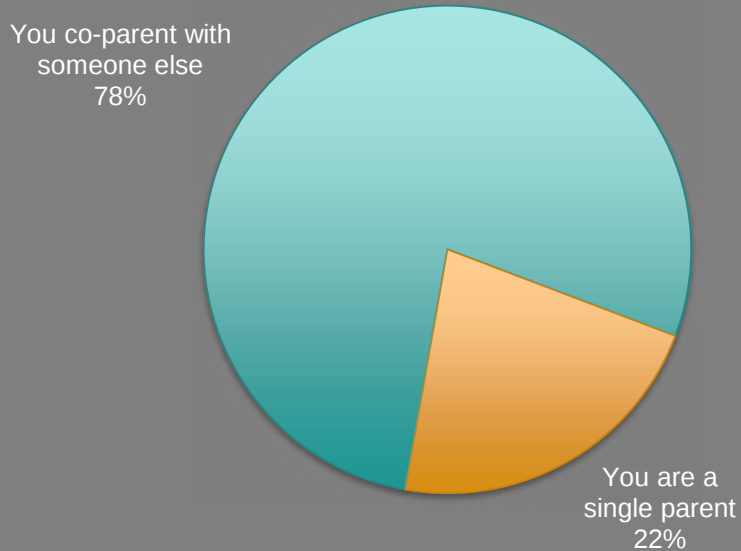
% of Moms who are the primary person responsible for task:



% of Moms who at least share the tasks with others:



Which of the following best describes you?

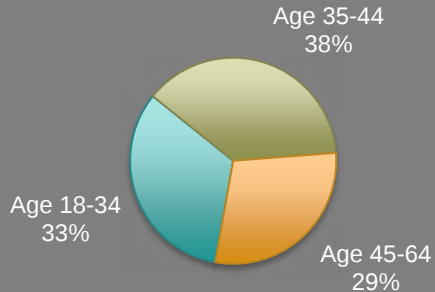


Most moms parent
with at least one
other person

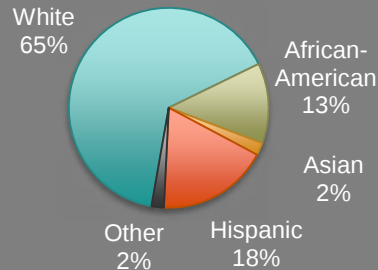
Sharing the Load

Moms who co-parent: Demographics

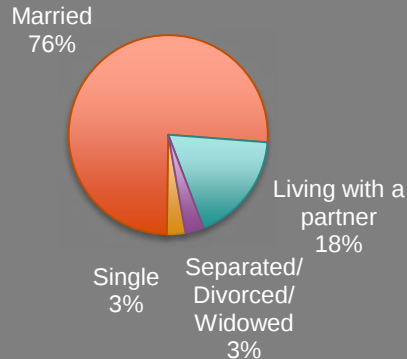
Age



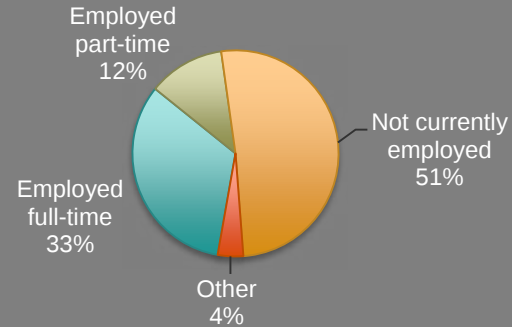
Race/Ethnicity



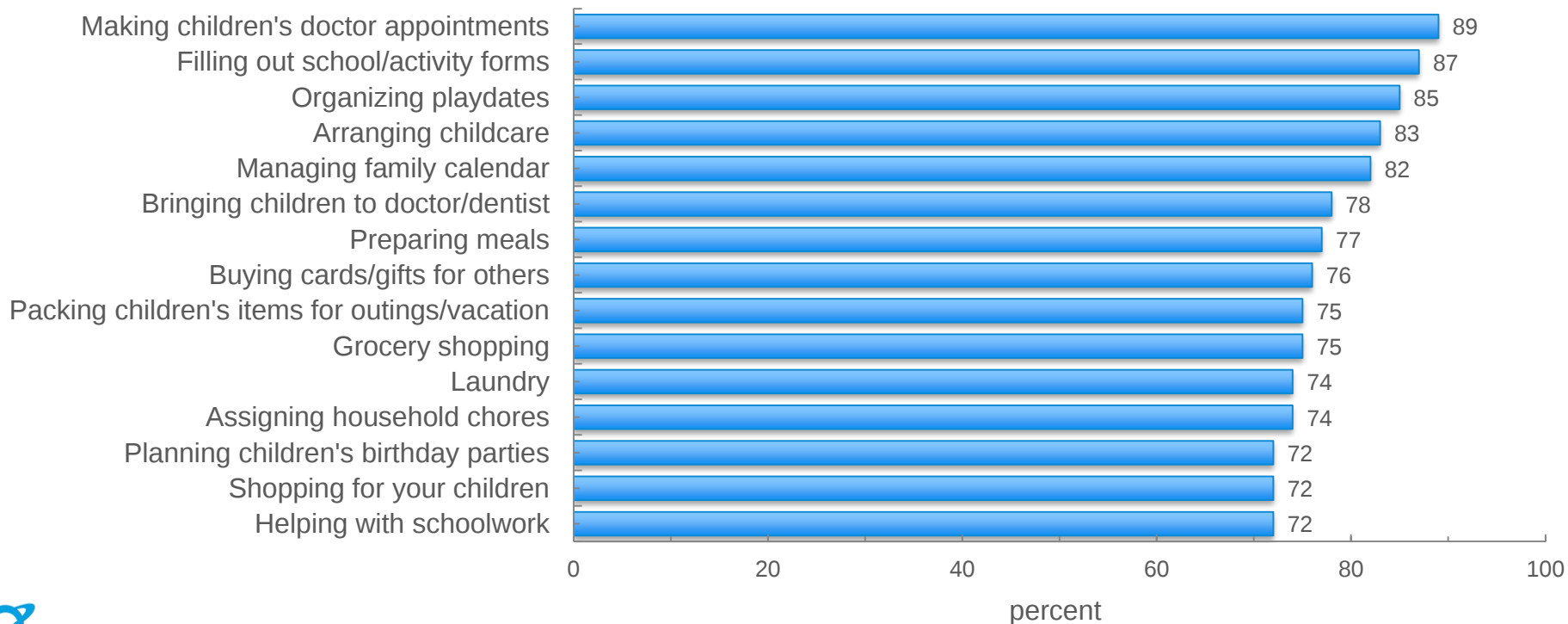
Marital Status



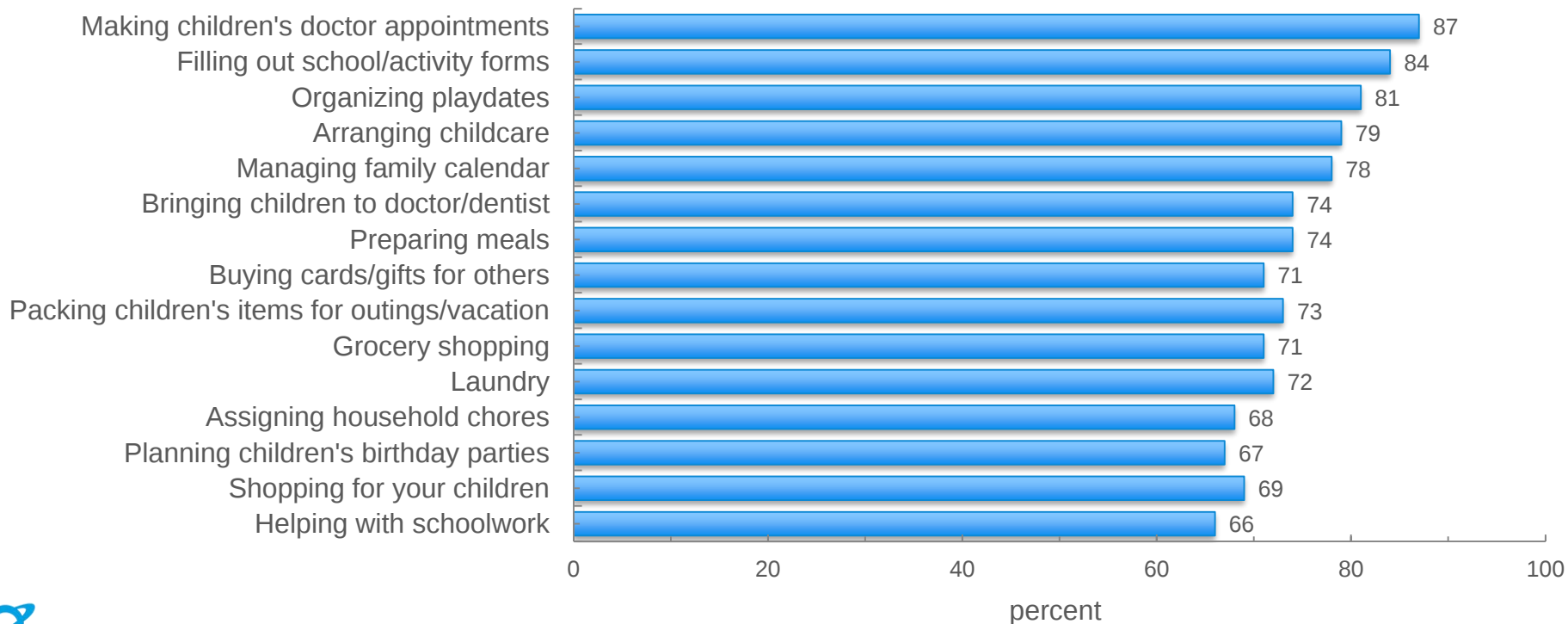
Employment Status



Percent of Moms who are the primary person responsible for task:



Percent of Moms who co-parent and are the primary person responsible for task:



Mom's "Mother Load"





87%

of moms who co-parent say they are the ones who are primarily responsible for **making doctor's appointments for their children**

83% among moms who co-parent and work full-time
88% among moms who co-parent and are home



78%

of moms who co-parent say
they are the ones who are
primarily responsible for
managing the family calendar

70% among moms who co-parent and work full-time

82% among moms who co-parent and are home



71%

of moms who co-parent say
they are the ones who are
primarily responsible for
buying cards/gifts for others

76% among moms who co-parent and work full-time
66% among moms who co-parent and are home



67%

of moms who co-parent say they are the ones who are primarily responsible for **planning their children's birthday parties**

67% among moms who co-parent and work full-time
66% among moms who co-parent and are home

71%

of moms who
co-parent and
work full-time

stay home with their child
most often if the child is
too sick to go to school



75%

of moms who co-parent
with **two full-time**
working parents in home

stay home with their child
most often if the child is
too sick to go to school

Consider Mom's Mental Load

20%

of moms who
co-parent

say they often rely on the
other parent to handle
parenting responsibilities

37%

of moms who
co-parent

wish they had more help from
the other parent with their
parenting responsibilities

50%

of moms who
co-parent

feel that nothing would get
done if they didn't organize
the parenting responsibilities

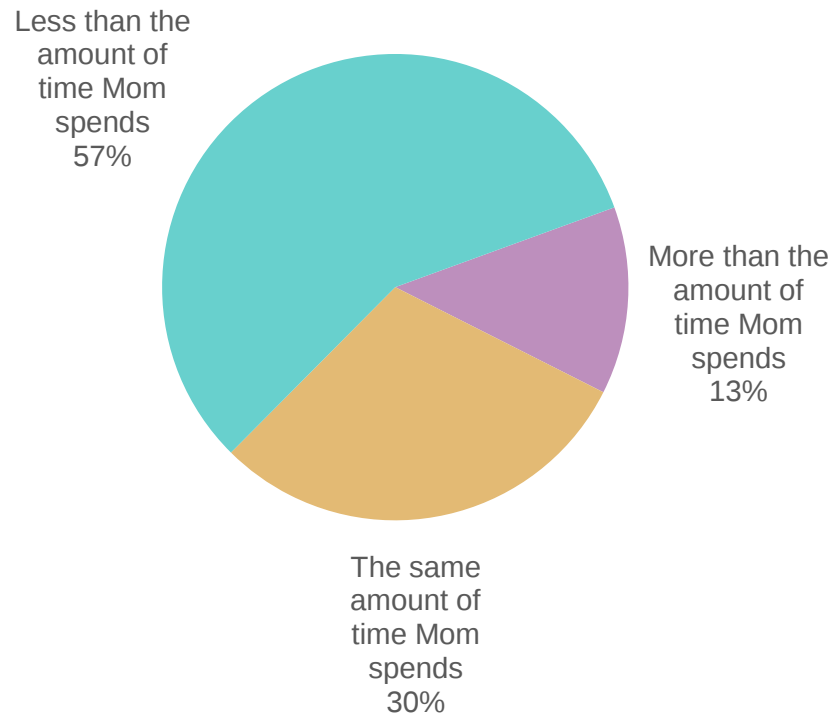
48%

of moms who
co-parent

feel that the other parent is
not aware of all the parenting
responsibilities they have

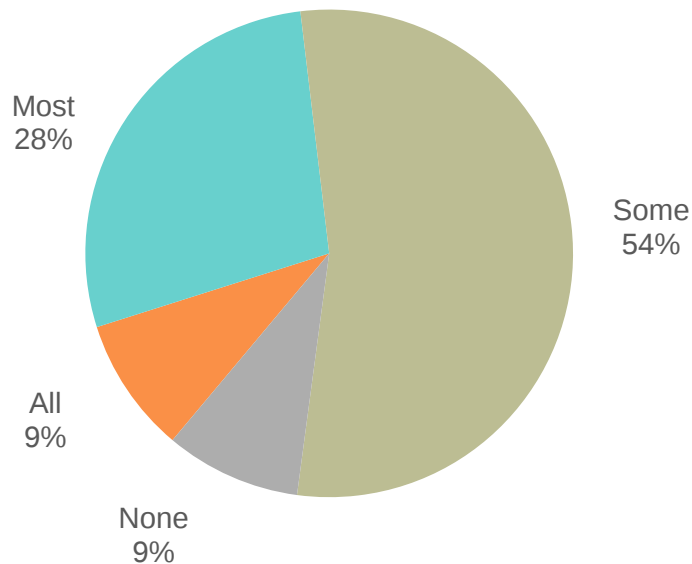
Moms feel they spend more time thinking about parenting responsibilities than their co-parent

Does Mom believe the amount of time the other parent spends thinking about parenting responsibilities is...?



Base: Moms who co-parent

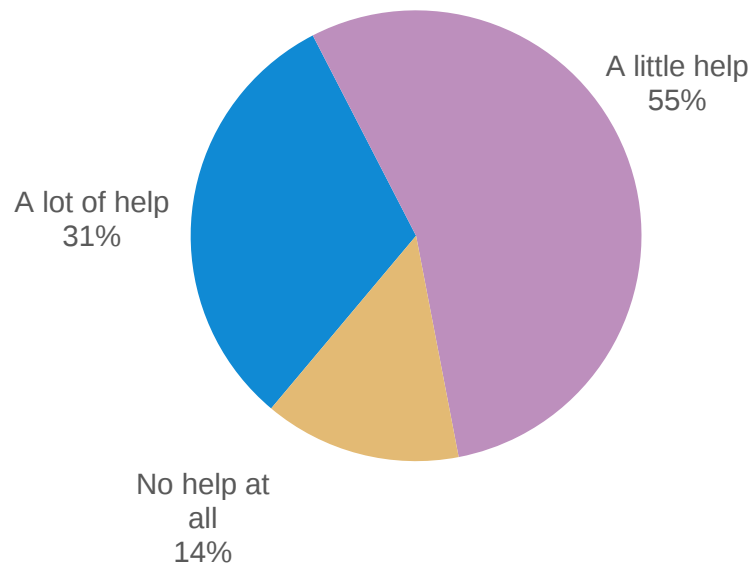
When the other parent handles parenting responsibilities, how many responsibilities are done without any reminders from Mom?



Most moms are managing parenting tasks even when it's not their responsibility

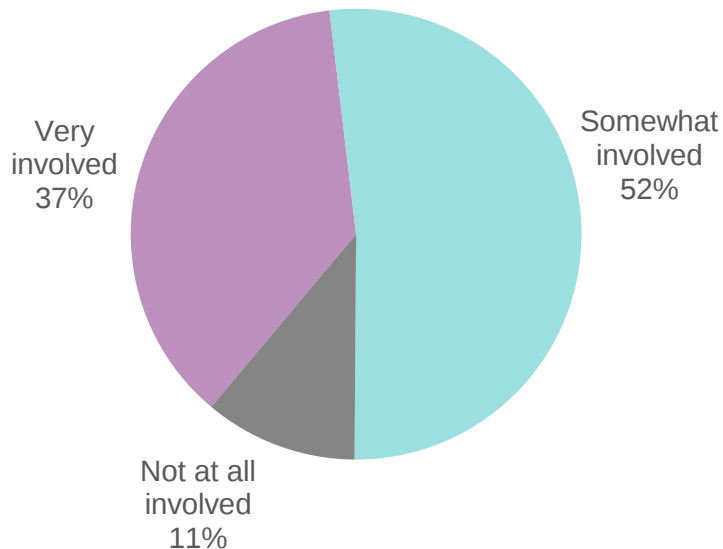
Majority of moms
say the other parent
needs help handling
parenting tasks

When the other parent handles parenting responsibilities, how much help does he/she typically need from Mom?



Base: Moms who co-parent and other parent handles some parenting tasks (75%)

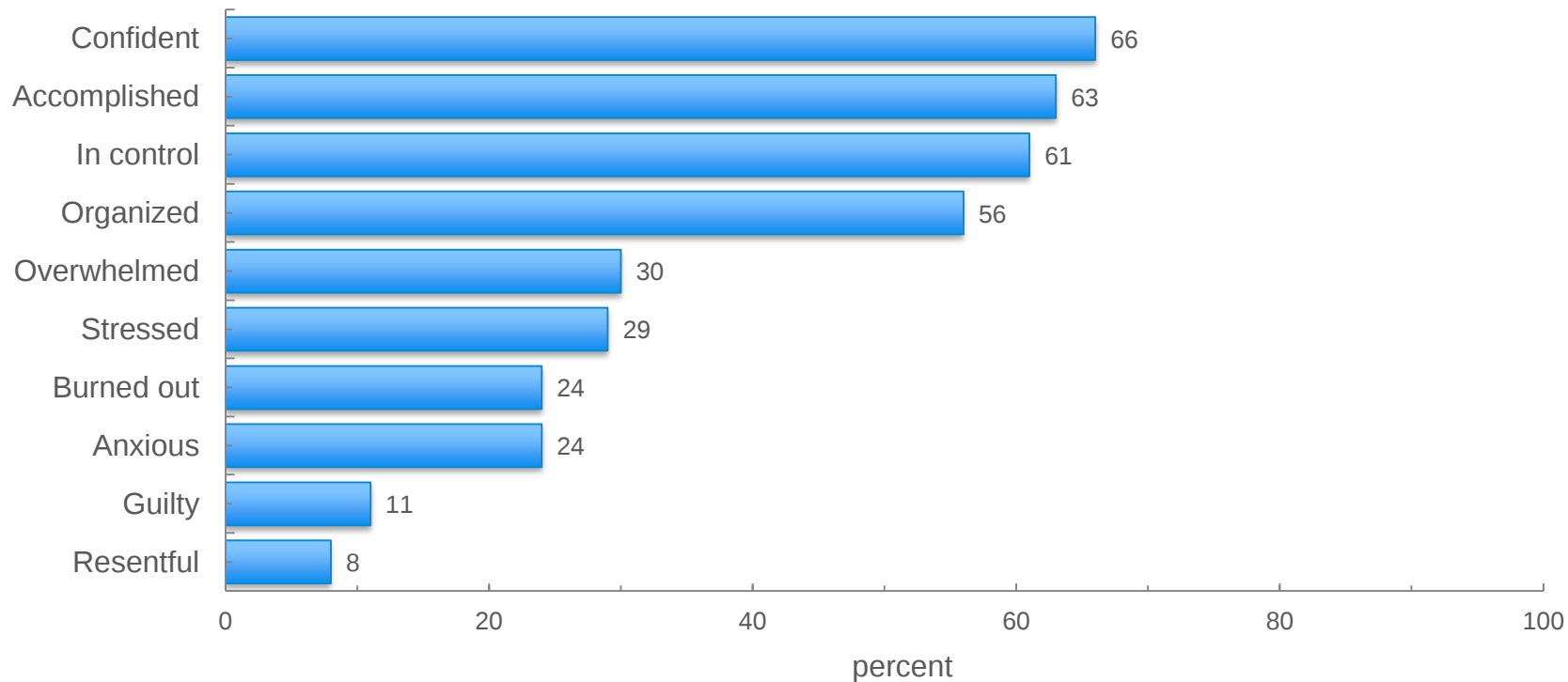
*When the other parent handles
parenting responsibilities, how involved
does Mom typically prefer to be?*



Nearly all the
moms want to be
involved in how the
other parent
handles parenting
responsibilities

Outlook on the Mental Load

How do Moms who co-parent feel about their parenting responsibilities?



91%

of moms who
co-parent

think they do a good job
at knowing what needs
to be done for their
children



52%

of moms who
co-parent

think the other parent
does a good job at
knowing what needs to
be done for their children

Key Findings

- Most moms are the primary person responsible for parenting tasks, even when they parent with someone else.
- Most moms are the primary person responsible for parenting tasks, even when they work full-time.
- Very few moms feel resentful towards the parenting responsibilities they have. In fact, more moms feel confident than stressed.
- Mom gives herself high marks for knowing what needs to be done for her kids.

Takeaways

Mom is usually the ultimate decision maker, even when she's not primarily responsible for a task.

Mom juggles a lot, but she prefers
it that way. Give Mom tools to
better manage her mental load.

Strive for more workplace flexibility
for working parents. Help them
achieve a better work/life balance.



The
ResearchMoms

 @ResearchMoms

 ResearchMoms.com

theresearchmoms@edisonresearch.com