



# parents

Parenthood during the pandemic has been a polarising experience. Juggling work alongside increased household pressures has seen a decline in mental health, with parents now the most likely to prioritise work-life balance in future roles.

# How has the experience been?

of home working parents are balancing their job with childcare



21% are more likely to have stopped video calling since the lockdown, which is higher than other groups



have started working extra hours during lockdown

34%

of parents still going in are more likely

to have health concerns



are jealous

52% of others' home working environments

# What have the health impacts been?

Mental Health

55% say it's got worse

15% say it's got much worse

**Physical** health

34% say it's got worse

27% say it's got better

### Why has it got better?

55% exercising more

46% spending more time with family

69% exercising more

41% cooking from home

#### Why has it got worse?

35% financial concerns

30% stress of managing work and home life

47% missing usual routine

44% lack of exercise

# Going back to work

(21%)

Most likely to work-life balance (30%)

# Job security

Parents are the most likely to be worried about job security:

- 53% worried about losing their job, rising to 68% amongst furloughed parents
- 35% want more reassurance from their employer

# Strategy considerations

- Consider additional support and flexibility for parents struggling with childcare
- Check in with those juggling work and parenthood to try and reduce any extra working hours, avoiding the risk of burnout
- Consider how you can support better work-life balance for parents in the 'new normal'
- Provide reassurance to parents on furlough and regularly outline how long you expect it to last