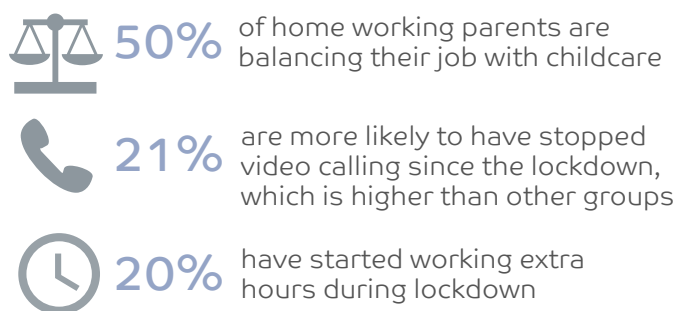


# parents

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?



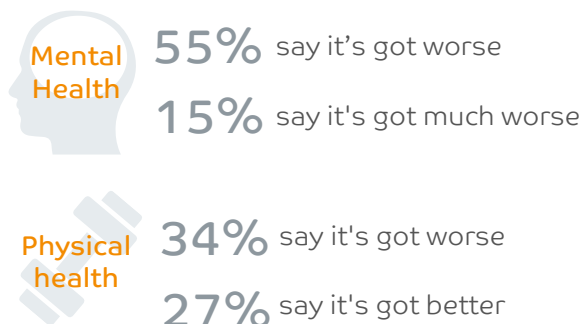
34% of parents still going in are more likely to have health concerns



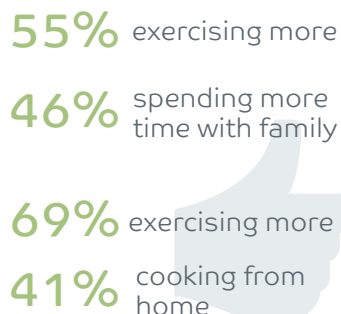
52% are jealous of others' home working environments



## What have the health impacts been?



## Why has it got better?



## Why has it got worse?



## Going back to work



## 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