




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?

-  **50%** 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
-  **20%** have started working extra hours during lockdown

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?

- 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

74% keen to get back to normal

Most likely to miss their ways of working over the past few months (59%)

Expect more financial management support from their employer (21%)

Most likely to will choose roles that give more 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