

Motherly's 2019 State of Motherhood



At Motherly, we believe that motherhood matters.

As the voice of today's modern mother, with a 20M+ monthly unique audience, we set out in our second annual State of Motherhood Survey to better understand the experience of motherhood as it stands right now—and to help the world discover and understand that story.

What we found is that Millennial mothers feel even more defined by motherhood than they did last year, but in 2019 they are also more likely to feel unsupported by society. A full 85% of moms don't think society understands or supports the women who are supporting the next generation, that's up more than 10% over last year.

The second annual State of Motherhood survey results have been reported by Forbes, Huffington Post, USA TODAY, Real Simple and other outlets, and continue to attract media attention.

Our internal team continues to unpack the survey data to create thought-leading content for our audience.

The survey, conducted online March 28 – April 11, 2019, was answered by 6,457 respondents and offers compelling insights into the attitudes, behaviors, identities and lifestyle of Millennial mothers—the most highly educated, first digitally-native generation of women to become mothers.

Data was run on April 16th by Edge Research to weight all data to align with US Census demographic data ensuring results are a statistically accurate representation of today's Millennial mother.

**2019 State of Motherhood
Survey – Millennial
Respondents Only**

**Total Survey Respondents:
6,457**

**Field Dates: March 28, 2019
to April 11, 2019**

Data Run Date: April 16, 2019

**Analysis conducted
by Edge Research**

Among the key findings:

1. MOTHERHOOD AND ME

This year finds an even larger proportion of Millennial moms saying that since becoming a parent, they are “most strongly defined by their motherhood at 67% up from 59% in the 2018 survey. Continuing with the trend from last year, this is most true for younger moms (76% of moms under 30), those with more than one child (77%) and those who are not in the workforce (82%).

While 76% of moms under 30 feel most defined by motherhood, only 62% of moms over 35 say the same, suggesting that as moms mature, they retain or re-connect with other aspects of their identity. Importantly, one-third of Millennial moms say they are “most strong defined by other non-motherhood aspects of their life and self.”

Data reference Q16: Select which best describes how you view your identity.

2. IMPACT TO RELATIONSHIP + SEX LIFE

Most moms in the sample are married (91%) or living with a partner (6%). Similar to the 2018 findings, majorities report that having children has brought them closer together with their partners (74%), while one-fifth (21%) admit that parenthood has pulled them apart.

Spending time together with their partners (33%) and sex life (26%) top the list of parent-related relationship tension. This year, moms report that sex is a pressure point in even greater numbers than last year (up from 16% in 2018). Money worries rounds out the top three relationship tensions at 19% while parenting differences remains lowest on the list at 9%.

Interestingly, pressure points of time spent together and sex cut across all relationships in equal measure regardless of number of children and working outside the home:

	1 Child	2+ Child	Employed	Not Employed
Time	31%	35%	32%	34%
Sex Life	29%	22%	26%	26%
Money	19%	18%	19%	18%
Discipline	6%	13%	7%	12%

Data reference Q07: Which best describes the impact on your relationship since becoming a parent; and Q08: What is your greatest parent-related relationship tension? (NOTE: 2018 wording “Which of the below best aligns your primary concern when reflecting on your relationship and parenthood?” could account for difference in responses).

Among the key findings:

This year Motherly dove a little deeper into the impact of becoming a parent on moms' sex lives. While most moms (53%) report becoming interested in sex again by 6 weeks after giving birth (11% before 6 weeks), fully 38% report it took 6-12 months before they were really interested in sexual intimacy again. Age seems to play a role with 67% of younger moms under 30 reporting being ready for sex by 6 weeks post-partum, compared to 54% of moms aged 30 to 34 and 44% of moms 35 and older. Perhaps more importantly, nearly a third of Millennial moms (31%) report having sex with their partner before they felt ready to do so.

Data reference Q09: At what point did you feel interested/ready to re-engage in sexual intimacy after becoming a mother?

Q10. Did you have sex before you felt ready to do so?

3. WORK + THE MILLENNIAL MOM

15% part-time and 28% are not in the workforce currently. The majority of Millennial moms surveyed (54%) had a mom who worked outside the house on a regular basis. Among those working and in relationships, 39% report contributing half or more of the household income; while 43% contribute between a quarter and one-half and 16% contribute less than a quarter.

Financial need is down a bit from last year, though remains the top reason for Millennials moms to work (75% in 2019 compared to 83% in 2018). However, as we saw last year, the desire to work is evident as well. Both full-time (49%) and part-time working moms (53%) point to a "desire to participate in work outside the household." And more than a third (36%) of working moms are motivated by a commitment to their career. Similar to 2018, desire to participate in the workforce is evident among non-working moms as well with 63% saying they intend to return to the workforce in the future.

Data reference Q22: Are you employed? Q24: If "Yes", which best matches your reason for working? Select all that apply. Q34: How much of your family's annual household income do you contribute? Q40: If you don't currently work, are you planning to re-enter the paid workforce (part time or full time) at some point in the future?

4. IMPACT OF PARENTING ON WORK

Motherly dove deep into how moms are making work and motherhood work for them – or not.

Overall half (50%) of Millennial women surveyed report making a change to their work status since becoming a mother. Nine-in-ten (90%) part-time working moms say they changed their work status since becoming a parent, as did a quarter (24%) of full-time working moms.

Among the key findings:

Among moms not currently employed, 73% report changing their work status, mostly to becoming stay-at-home moms. Most obviously for part-time working moms is changing to working fewer hours, i.e., moving to part-time from full-time (55%); followed by working from home (11%) or getting a more flexible role (7%). For moms who have continued full-time work, the most common changes are getting a more flexible role (10%), working fewer hours (6%), and working from home (4%) are the main ways they are adapting work to motherhood.

Examining the reasons behind why moms have adjusted their approach to work a mixed bag. For some (22%) it is about adjusting to new responsibilities. For others (20%) work became less important. A small but significant number (10%) also point to employer conditions not being conducive to working and parenting for a variety of reasons including the cost of childcare, inability to strike a work-life balance or the work culture not being supportive.

Data reference Q25: Have you changed your work status (i.e., full time to part time, etc.) in some way since becoming a parent? Q26: If “Yes”, please describe how your job situation has changed since becoming a parent; Q27: If “Yes Adjusted Work Status, which best describes the reason for adjusting your approach to work? relationship and parenthood?” could account for difference in responses).

5. ATTITUDES TOWARD WORK + PARENTING

While the 2018 survey found most Millennial moms (78%) had mixed feelings about combining a career and motherhood, saying while “it’s possible to have both, there are real trade-offs.” This year, Motherly asked the question a bit differently, but again we see some mixed emotions. Just about half (51%) say, “I feel discouraged: it’s extremely challenging managing trade-offs,” while a third (33%) say, “I feel optimistic, I believe it’s possible to combine them creatively.” Perhaps of greater concern is that so few Millennial moms feel empowered by working. Fewer than 1-in-10 (9%) feel that becoming a mother has helped them in their career and the majority of those (59%) say they have felt that way since their child was a baby, indicating that this empowering is coming from within, rather than the workplace recognizing and validating the contributions of working moms.

Yet, when asked how work impacts their parenting skills, more than half of working moms (55%) say that working has empowered or inspired them to be a better mother. This holds true for working moms of all backgrounds and both full and part-time. Even more positively, 90% say their work choice has helped them set a positive example for their children – again equally true for full-time and part-time working moms.

Among the key findings:

Data reference: Q29: Which best describes your mentality around combining a career and motherhood? Q30: If you answered empowered, when did that feeling take hold? (If you did not, please select “not applicable.”); Q38: If you are employed, does your work empower or inspire you to be a better mother? Q39: Do you believe that your work choice helps you to set a positive example for your children?

6. SUPPORT AT WORK

Topping the list of the ways in which employers could better support mothers is longer, paid maternity leave (24%), followed by on-site childcare or childcare subsidies (21%), so in total 45% would like more support from employers in the transition to motherhood and ongoing support of child-rearing. Combined, flexible schedules (12%) and remote work opportunities (15%) make up the second big request from working moms – helping them better fit the need to work into the necessities of being a parent.

Encouragingly most working moms feel their place of employment is supportive of breastfeeding. Among those for whom it applies, 69% reported their employer provides adequate breastfeeding support in the form of time, privacy, etc. But there is still some work to be done in this regard: Just over 1-in-10 (12%) say their employer does not provide adequate support and another 15% say that even though their employer provides the space and breastfeeding is looked down upon in the culture of their workplace. These moms feel judged by both managers and co-workers.

Data reference: Q35: If you are employed, how could your employer best support you as a mother? Q36: If you are employed, does your employer provide adequate breastfeeding support? (i.e. time, privacy); Q37: If yes, but culturally you feel it is looked down upon, at what level do you feel like it is not accepted?

7. SUPPORT AT HOME

Most of the moms in the sample are with a partner and majority of those partners (98%) are working as well. As we saw last year, the majority (59%) say their partner’s career has not changed, while a significant minority (31%) say their partner has scaled up his or her career. Partner scale-up is most common among couples who have two or more children (38% for two or more children compared to 26% for one child) or where mom is not working (45%, compared to 35% when mom is working part-time or 22% when full-time). So, there is evidence that partners see the need to step up their economic contribution to the household after becoming a parent; but it is important to recognize that the age of respondents (in their 30s) means that their career trajectory would typically pick up at this point.

Among the key findings:

When asked directly about how supported they feel at home, working moms say partners have some room to improve with 68% saying they feel supported by their partners, but 28% saying “only sometimes.” This “sometimes” qualifier manifests itself in the results of other lines of questioning about how much moms are doing for the household.

When asked where they need the most support since becoming a mom, survey respondents most frequently point to their physical and mental health (33%), followed by home (25%) and with their spouse (24%). These numbers come to life when you consider:

- 4-in-10 (43%) report not going out with friends in the past month (non-working moms are even more likely to say this (52% compared to 40% among working moms)
- Nearly 5-in-10 (47%) have not gone out on a date with their partner (also more likely to be true of non-working moms at 54% compared to 44%)
- 6-in-10 (61%) report handling most of the household chores and responsibilities themselves, with 32% saying they are shared equally and 5% who say their partner does the household lift
- 6-in-10 (62%) also say that in the last day, they had less than one hour to themselves without work or family obligations.

Moms report spending the most time caring for children with 91% of full-time working moms, 97% of part-time working moms and 99% of non-working moms who report spending three or more hours a day actively caring for children. When it comes to the amount of time spent cooking and cleaning,

All moms are more likely to spend more time on chores than they are on themselves; and non-working moms are spending the most time. In fact, it seems that as moms leave or draw down on work, household work takes up more time. How are they dealing? In the survey Millennial moms shared some of their go-to “life hacks.” Some tactics cut across all moms, working and non-working like online shopping (66% working, 63% non-working), calendars and to-do lists (59% for both) and waking up earlier and going to bed later than everyone else in the household (44% working, 42% non-working). Other tactics are more likely to be used by working moms, most obviously child care assistance (29% working moms, 8% non-working) and pre-prepped meals (23% working, 16% non-working).

Among the key findings:

Household Chores (past 24 hours)	Full Time Working	Part-Time Working	Stay-at-Home
Less than 1 hour	22%	12%	8%
1-2 hours	58%	53%	48%
3+ hours	19%	35%	44%

Cooking (past 24 hours)	Full Time Working	Part-Time Working	Stay-at-Home
Less than 1 hour	53%	38%	29%
1-2 hours	40%	57%	57%
3+ hours	2%	5%	3%

Data Reference: Q31: Is your partner employed? Q32: Has your partner opted to scale back or scale up their work since becoming a parent? Q23: If you are employed, do you feel supported by your spouse/partner? Q45: Where do you feel you need the most support in your life since becoming a mom? Q47: In the last month, how many times did you go out with friends? Q48: In the last month, how many times did you go on a date with your partner? Q52: Yesterday, how much time did you get to yourself without work or family obligations? Q53: In the last 24 hours, how much time did you spend on household chores? (i.e. laundry, cleaning); Q54: In the last 24 hours, how much time did you spend cooking? Q55: In the last 24 hours, how much time did you spend caring for children? Q49: What are your go-to 'life hacks'? Select all that apply.

Among the key findings:

8. RAISING THE NEXT GENERATION

Once again Motherly asked about parenting style and the qualities Millennial moms are trying to instill in the next generation. As we found last year, “kindness” is the single character trait the most moms want to cultivate in their children, holding steady as the top choice by 46%.

Most Important Quality to Cultivate	2018	2019
Kindness	45%	46%
Respect	16%	14%
Resilience	n/a	12%
Open-mindedness	11%	8%
Curiosity	9%	6%
Intelligence	5%	4%
Braveness	5%	2%
Generosity	2%	1%
Tolerance	2%	1%

Notably, a number of other qualities all lost a little bit of traction with the addition of “resilience” to the list.

When it comes to the character of their children, we once again see some of the biggest differences in Millennial moms by race and ethnicity. White Millennial moms continues to place the most emphasis on kindness (51%) while their non-white counterparts value kindness to a lesser degree (27% among African-Americans, 41% among Hispanics).

Moms of color are more likely to place weight on respect and resilience:

Most Important Quality to Cultivate	White	Latina	African-American
Respect	12%	16%	20%
Resilience	9%	12%	23%

When it comes to parenting style, Millennial moms surveyed say they are “Collaborative.” “I am collaborative, I try to solve problems with my child” is the number one style across the board at 57% (down from 62% in 2018) and the top choice for every group. It is followed by “Hands On,” with nearly a quarter (28%, up 5 points from 2018) describing their parenting style as “I’m very involved in directing my child.” There are far fewer who say they are Disciplinarians, “I want my child to follow and obey family rules above all else” (4%) or Free Range, “I want my child to make their own decisions with limited parental interference” (5%).

Among the key findings:

When it comes to discipline, Millennials moms self-report that their approach is in keeping with their Collaborative parenting style. The survey asked moms what approach they used the last time they needed to discipline their child. The plurality (43%) report calmly redirecting and guiding their child. The next most likely approach was emotional reasoning at 18%.

Once again, moms with more than one child either have a different style of discipline or are simply more honest. They are much more likely to report using disciplinary tactics such as time out (17% compared to 5% of moms with one child); consequences (16% compared to 5% of moms with one child), or just plain yelling (12% compared to 4% of moms with one child).

Data reference: Q17: What is the most important quality you aim to cultivate in your child(ren)? Q19: Overall, what best describes your parenting style: [CHOICES GIVEN]; Q20: The last time you had to discipline your child, what action did you take?

9. LOOKING FOR GUIDANCE

When it comes to being inspired as parents, Millennial moms continue to follow the Three F's – Family, Fellow Moms and Faith. This year, family lost a little bit of traction, down to 36% from 45% in 2018; while fellow moms shows an uptick to 26% from 19% last year. Faith held fairly steady at 18% this year compared to 20% in 2018. As we saw last year, family is even more important to Latina moms at 41% than it is to white moms (34%); while African-American moms draw more on faith (25%) than other moms do.

When it comes to seeking guidance for a parenting challenge, sources are consistent with 2018. The survey asked, “the last time you faced a parenting challenge, who or what did you first turn to?” and family is on the spot. Just over a third (38%) of Millennial moms in the survey say the go-to source for their latest parenting challenge was family, peaking among Latina moms at 42%. As a source of parenting advice, Google at 16% slightly edges out friends at 14%.

Data reference: Q18: What is your most important source of inspiration as a parent? Q21: The last time you faced a parenting challenge, who or what did you first turn to?

Among the key findings:

10. FINANCES + FAMILY

By far, housing is the greatest expense for Millennial parents – the single largest expense for 69%. In a distant second, 10% say their biggest monthly expense is childcare at 10%, which climbs to 17% among working moms. The majority (59%) report that less than 10% of their monthly incomes goes to childcare – still 30% say it is between 11-25% and another 11% say childcare accounts for 26% or more of their monthly expenses. Not surprisingly, this expense is most acute among working moms where 45% report childcare accounting for 11-25% of their monthly spend.

Date Reference: Q43: Which monthly bill is most expensive?

Q44: What percentage of your monthly household income goes to childcare?

CLOSING

This year, Millennial moms said even more strongly that (85%, compared to 74% in 2018) that society does not a good job of understanding and supporting mothers. This view is held across groups regardless of race, ethnicity, age, number of children and so on.

Q11: In general, do you feel that society does a good job of understanding and supporting mothers?

Unweighted Based
Base: All Respondents
Yes
No
Unsure

Total
Total

Total Millennial Only
Q57: Born 1981-1996

Q11: In general, do you feel that society does a good job of understanding and supporting mothers?

Unweighted Based
Base: All Respondents
Stronger government policy (paid family leave, childcare credits, family aid programs)
Better social support (more family-friendly spaces, accommodations at schools, etc)
More understanding employers (allowing flexible hours, part-time work, etc)
A more positive narrative about motherhood
Greater equality between men and women
Other (please specify)

Total
Total

Total Millennial Only
Q57: Born 1981-1996

Among the key findings:

More than ever, they want government to step it up with family friendly policies on leave and childcare (59% compared to 49% in 2018) and they want to see employers be more understanding and offer flexible hours and part-time work (22%). As this large generation moves firmly into their parenting years, we can watch to see how their needs as parents the politics and policies of our country.

Data reference Q11: In general, do you feel that society does a good job of understanding and supporting mothers? Q12: In your opinion, what would have the biggest impact on the support of mothers?

METHODOLOGY STATEMENT. Motherly designed and administered this survey through Motherly's email subscriber list, social media and partner channels. This report focuses on the Millennial cohort of 3,920 respondents aged 23-38. The data were weighted to reflect the racial and ethnic composition of the US female millennial cohort based on US Census data. Edge Research weighted and analyzed the data, providing insights to trends and key findings.

Appendix

Q01: Children come into our lives in many different ways. How did you become a mothers? Select all that apply.	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Fertility treatment	8%	8%	9%	7%	6%	6%	8%	7%	https://	9%	9%	7%	2%	8%	12%
Adoption	0%	0%	0%	0%	-	-	0%	0%	www.	0%	0%	0%	0%	0%	0%
Foster system	0%	0%	0%	0%	0%	-	0%	0%	mother.	0%	0%	0%	0%	0%	0%
Sex	94%	94%	94%	94%	95%	91%	92%	97%	ly/life/	93%	93%	96%	98%	94%	91%
Other (please specify)	2%	2%	2%	2%	1%	5%	1%	3%	what-	2%	2%	1%	2%	1%	3%

Q02: How many children are you parent or guardian for?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
0	0%	0%	0%	0%	0%	-	-	-	0%	0%	0%	0%	0%	0%	-
1	59%	59%	55%	58%	57%	60%	100%	-	62%	55%	61%	48%	67%	61%	51%
2	32%	32%	35%	31%	32%	28%	-	77%	31%	35%	31%	38%	25%	31%	38%
3	7%	7%	7%	8%	9%	8%	-	17%	6%	7%	6%	10%	6%	6%	9%
4	2%	2%	2%	2%	1%	2%	-	4%	1%	2%	1%	3%	2%	1%	2%
5 or more	0%	0%	1%	1%	0%	2%	-	2%	0%	2%	1%	1%	0%	0%	0%

Q03: What is your current relationship status?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Married	91%	91%	94%	87%	88%	80%	89%	93%	91%	93%	91%	90%	83%	93%	92%
Single	2%	2%	1%	3%	2%	6%	2%	1%	2%	1%	2%	2%	4%	1%	2%
Divorced	0%	0%	0%	0%	0%	-	0%	0%	0%	0%	0%	0%	0%	0%	0%
Separated	0%	0%	0%	0%	0%	-	0%	0%	0%	0%	0%	0%	0%	0%	1%
Partner, co-living	6%	6%	4%	8%	8%	8%	6%	5%	5%	4%	5%	7%	11%	5%	3%
Partner, not co-living	1%	1%	0%	1%	1%	3%	1%	1%	1%	0%	1%	1%	1%	1%	0%
Other (Please specify)	1%	1%	0%	1%	0%	3%	1%	0%	0%	1%	1%	1%	1%	1%	1%

Q04: What was your relationship status when you had your first child?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Married	87%	87%	91%	82%	82%	78%	88%	86%	89%	90%	89%	83%	77%	89%	90%
Single	3%	3%	2%	4%	3%	9%	2%	3%	3%	1%	3%	3%	5%	2%	3%
Divorced	0%	0%	0%	-	-	-	0%	0%	0%	-	0%	-	0%	0%	0%
Separated	0%	0%	0%	0%	-	-	0%	0%	0%	0%	0%	0%	0%	0%	0%
Partner, co-living	8%	8%	6%	10%	11%	11%	8%	8%	7%	6%	7%	10%	13%	7%	5%
Partner, not co-living	1%	1%	1%	2%	3%	-	1%	2%	1%	1%	1%	2%	3%	1%	1%
Other (Please specify)	1%	1%	1%	1%	1%	2%	1%	0%	1%	2%	1%	1%	2%	1%	1%

Q05: Are you planning to have more children?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Yes	51%	51%	52%	50%	50%	48%	69%	25%	51%	53%	51%	50%	68%	56%	33%
No	24%	24%	24%	25%	25%	25%	10%	45%	25%	22%	24%	24%	12%	20%	38%
Unsure	25%	25%	25%	25%	24%	27%	21%	31%	24%	25%	25%	26%	20%	24%	30%

Q06: If no, what is the top reason for that decision?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	936	936	695	217	129	16	217	719	482	143	625	273	97	372	467
Q5=No, not planning for more children	241	241	133	103	53	27	59	183	132	33	164	67	23	97	121
Financial reasons	15%	15%	16%	13%	12%	13%	13%	15%	18%	13%	17%	11%	10%	15%	15%
Career reasons	1%	1%	1%	1%	2%	-	2%	1%	1%	-	1%	1%	-	1%	1%
Medical considerations	12%	12%	10%	14%	14%	19%	16%	11%	11%	11%	11%	14%	8%	15%	11%
Age	6%	6%	6%	8%	6%	13%	7%	6%	6%	8%	6%	4%	1%	3%	11%
Didn't want to be pregnant again	11%	11%	12%	11%	9%	13%	14%	10%	11%	8%	10%	15%	14%	12%	10%
Family feels complete	44%	44%	47%	40%	45%	19%	35%	47%	41%	50%	43%	47%	56%	47%	39%
Other (Please specify)	9%	9%	7%	12%	10%	19%	13%	8%	10%	10%	10%	6%	11%	6%	11%
Prefer not to answer	1%	1%	1%	2%	1%	6%	1%	2%	1%	1%	1%	1%	-	1%	2%

Q07: Which best describes the impact on your relationship since becoming a parent?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	2940	898	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	561	420	106	589	408	534	152	686	281	194	486	320
Overall, it brought us closer together	74%	74%	75%	75%	74%	70%	74%	75%	75%	75%	75%	74%	79%	76%	70%
Overall, it pulled us apart	21%	21%	21%	21%	21%	23%	21%	21%	21%	21%	21%	21%	14%	21%	25%
Not applicable	4%	4%	4%	4%	5%	6%	5%	4%	4%	4%	4%	5%	6%	3%	5%

Q08: What is your greatest parent-related relationship tension?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3749	3749	2827	849	482	60	2181	1564	1976	626	2602	1018	725	1875	1149
Base: Answering Q7, in relationship	955	955	540	398	199	99	562	393	511	147	657	266	182	469	304
Time spent with partner	33%	33%	33%	32%	34%	22%	31%	35%	31%	36%	32%	34%	32%	35%	29%
Money	19%	19%	17%	21%	20%	25%	19%	18%	19%	19%	19%	18%	23%	17%	18%
Sex Life	26%	26%	28%	25%	23%	33%	29%	22%	27%	25%	26%	26%	25%	26%	27%
Disciplinary differences	9%	9%	8%	10%	10%	8%	6%	13%	8%	5%	7%	12%	8%	9%	9%
Other (Please specify)	13%	13%	14%	12%	13%	12%	15%	11%	15%	15%	15%	9%	12%	12%	16%

Q09: At what point did you feel interested/ready to re-engage in sexual intimacy after becoming a mother?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Before 6 weeks	11%	11%	11%	12%	14%	13%	10%	12%	9%	12%	10%	14%	18%	10%	9%
After 6 weeks	42%	42%	44%	40%	44%	33%	41%	45%	42%	43%	42%	42%	49%	44%	35%
6 months after	29%	29%	29%	28%	26%	28%	29%	28%	31%	27%	30%	26%	20%	29%	33%
12 months after	9%	9%	7%	10%	8%	14%	9%	9%	8%	10%	9%	9%	4%	8%	12%
Other (please specify)	10%	10%	10%	10%	8%	13%	12%	6%	10%	8%	10%	10%	9%	9%	11%

Q10: Did you have sex before you felt ready to do so?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Yes	31%	31%	32%	29%	31%	28%	30%	32%	32%	27%	31%	30%	28%	31%	31%
No	65%	65%	65%	66%	66%	66%	64%	67%	63%	69%	65%	67%	68%	65%	64%
Not applicable	4%	4%	3%	5%	3%	6%	6%	1%	5%	4%	5%	3%	4%	4%	5%

Q11: In general, do you feel that society does a good job of understanding and supporting mothers?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Yes	15%	15%	15%	15%	15%	13%	13%	17%	13%	17%	14%	18%	21%	14%	13%
No	85%	85%	85%	85%	85%	88%	87%	83%	87%	83%	86%	82%	79%	86%	87%

Q12: In your opinion, what would have the biggest impact on the support of mothers?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	2041	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	561	210	106	589	523	534	152	686	281	194	486	320
Stronger government policy (paid family leave, childcare credits, family aid programs)	50%	50%	52%	48%	48%	44%	52%	49%	56%	49%	55%	40%	41%	52%	54%
Better social support (more family-friendly spaces, accommodations at schools, etc)	12%	12%	11%	13%	12%	16%	11%	13%	7%	14%	8%	20%	17%	12%	9%
More understanding employers (allowing flexible hours, part-time work, etc)	22%	22%	20%	25%	25%	28%	22%	23%	25%	17%	24%	20%	22%	22%	22%
A more positive narrative about motherhood	6%	6%	6%	6%	6%	5%	6%	6%	3%	8%	4%	11%	11%	6%	4%
Greater equality between men and women	6%	6%	6%	5%	5%	5%	6%	5%	5%	7%	6%	5%	5%	4%	8%
Other (please specify)	4%	4%	4%	3%	3%	3%	4%	3%	3%	4%	3%	4%	4%	4%	3%

Q13: In your opinion, how is today's generation of moms different from your mother's generation?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Today's generation is more OPTIMISTIC about the state of motherhood.	26%	26%	24%	29%	23%	38%	27%	26%	28%	22%	27%	26%	28%	26%	25%
Today's generation is more PESSIMISTIC about the state of motherhood.	27%	27%	27%	27%	30%	22%	27%	27%	26%	29%	26%	28%	30%	27%	26%
Neither/mixed	39%	39%	40%	37%	40%	36%	38%	40%	38%	42%	39%	39%	37%	38%	42%
Other (please specify)	8%	8%	9%	6%	7%	5%	8%	7%	8%	6%	8%	7%	5%	9%	8%

Q14: How old were you when you had your first child?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Younger than 15	0%	0%	0%	0%	-	-	0%	0%	-	0%	0%	0%	-	0%	0%
15-20	3%	3%	2%	4%	4%	5%	0%	6%	2%	2%	2%	5%	8%	1%	1%
21-25	13%	13%	12%	14%	16%	13%	9%	18%	7%	14%	9%	22%	48%	6%	2%
26-30	44%	44%	46%	42%	45%	39%	43%	46%	43%	47%	44%	44%	44%	64%	14%
31-35	36%	36%	37%	36%	32%	36%	42%	29%	43%	33%	41%	26%	0%	28%	71%
36-40	3%	3%	3%	4%	3%	8%	5%	1%	4%	3%	4%	2%	0%	-	11%
40+	0%	0%	0%	-	-	-	-	0%	-	0%	0%	-	-	-	0%
Not applicable, not yet a mother	0%	0%	0%	0%	0%	-	0%	0%	0%	-	0%	0%	1%	0%	-

Q15: How old were you when you had your youngest child?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Younger than 15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15-20	1%	1%	0%	1%	0%	3%	0%	1%	0%	0%	0%	1%	2%	0%	1%
21-25	8%	8%	7%	9%	11%	6%	8%	7%	3%	10%	5%	14%	37%	1%	0%
26-30	37%	37%	38%	36%	43%	31%	41%	32%	35%	37%	35%	40%	59%	51%	2%
31-35	45%	45%	46%	43%	38%	42%	41%	50%	49%	44%	48%	37%	0%	46%	71%
36-40	8%	8%	6%	10%	6%	16%	6%	10%	9%	6%	9%	6%	-	0%	24%
40+	0%	0%	0%	-	-	-	0%	-	0%	-	0%	-	-	0%	-
Not applicable, not yet a mother	2%	2%	3%	2%	2%	2%	3%	0%	2%	3%	3%	1%	3%	2%	2%

Q16: Select which best describes how you view your identity:	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
I am most strongly defined by motherhood	67%	67%	67%	65%	68%	58%	59%	77%	56%	73%	60%	82%	76%	67%	60%

I am most strongly defined by other non-motherhood aspects of my life and self	33%	33%	33%	35%	32%	42%	41%	23%	44%	27%	40%	18%	24%	34%	3	40%
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Q17: What is the most important quality you aim to cultivate in your child(ren)?	Total	Total Millennial Only Q57: Born 1981-1996	Ethnicity				Number of Children		Employment				Age		
	Total		White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	3462	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	661	420	210	106	589	408	534	152	686	281	194	486	320
Kindness	46%	46%	51%	38%	41%	27%	44%	48%	45%	49%	46%	46%	44%	45%	47%
Generosity	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%
Open-mindedness	8%	8%	8%	7%	7%	5%	9%	6%	8%	7%	8%	7%	7%	8%	7%
Tolerance	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%
Curiosity	6%	6%	6%	5%	6%	2%	7%	4%	7%	5%	6%	4%	4%	6%	5%
Braveness	2%	2%	2%	3%	5%	-	2%	2%	2%	3%	2%	3%	3%	2%	2%
Respect	14%	14%	12%	17%	16%	20%	13%	15%	14%	16%	14%	14%	19%	13%	12%
Intelligence	4%	4%	3%	6%	4%	11%	5%	4%	5%	2%	4%	5%	5%	5%	4%
Resilience	12%	12%	9%	15%	12%	23%	12%	12%	13%	10%	13%	10%	9%	11%	14%
Other (please specify)	7%	7%	6%	7%	6%	11%	6%	8%	5%	6%	5%	8%	6%	7%	7%

Q18: What is your most important source of inspiration as a parent?	Total	Total Millennial Only Q57: Born 1981-1996	Ethnicity				Number of Children		Employment				Age		
	Total		White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Family	36%	36%	34%	38%	41%	33%	36%	35%	39%	35%	38%	31%	34%	37%	35%
Faith	18%	18%	17%	19%	16%	25%	14%	24%	13%	21%	15%	26%	29%	16%	14%
Friends	6%	6%	8%	4%	4%	3%	6%	6%	7%	5%	7%	4%	3%	6%	8%
Fellow moms	26%	26%	28%	23%	25%	20%	28%	23%	28%	26%	27%	23%	19%	27%	28%
Other cultures	3%	3%	2%	3%	2%	6%	3%	2%	2%	2%	2%	4%	3%	3%	2%
Social media	6%	6%	6%	6%	6%	5%	6%	5%	5%	5%	5%	7%	7%	5%	5%
Media outlets	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	0%	1%	1%	1%
Other (please specify)	5%	5%	5%	6%	6%	8%	6%	5%	4%	6%	5%	5%	4%	5%	6%

Q19: Overall, what best describes your parenting style:	Total	Total Millennial Only Q57: Born 1981-1996	Ethnicity				Number of Children		Employment				Age		
	Total		White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Collaborative—I try to solve problems with my child	57%	57%	62%	50%	52%	42%	60%	54%	61%	58%	61%	50%	51%	59%	59%
Hands-on—I'm very involved in directing my child	28%	28%	25%	32%	32%	39%	26%	30%	26%	28%	26%	32%	32%	27%	26%
Disciplinarian/strict—I want my child to follow and obey family rules above all else	4%	4%	3%	6%	6%	3%	2%	7%	3%	4%	4%	6%	4%	4%	5%
Free-range—I want my child to make their own decisions with limited parental interference	5%	5%	4%	6%	6%	6%	6%	4%	5%	4%	5%	5%	8%	4%	5%
Other (please specify)	6%	6%	5%	6%	4%	9%	6%	5%	5%	5%	5%	7%	5%	6%	5%

Q20: The last time you had to discipline your child, what action did you take:	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Put them in time-out	10%	10%	10%	10%	11%	11%	5%	17%	9%	9%	9%	13%	11%	10%	10%
Calmly redirected/guided	43%	43%	44%	44%	40%	42%	53%	29%	45%	47%	46%	38%	42%	45%	42%
Used emotional coaching/reasoning	18%	18%	18%	19%	19%	14%	15%	23%	17%	18%	17%	19%	16%	18%	19%
Yelled	7%	7%	7%	9%	9%	11%	4%	12%	7%	6%	6%	10%	6%	7%	9%
Took something away - i.e. no screens, etc.	9%	9%	9%	11%	10%	14%	5%	16%	8%	9%	8%	12%	9%	8%	11%
Other (please specify)	12%	12%	12%	11%	10%	8%	18%	3%	14%	11%	13%	9%	17%	12%	9%

Q21: The last time you faced a parenting challenge, who or what did you first turn to?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Google search	16%	16%	17%	16%	15%	16%	18%	13%	16%	17%	16%	16%	19%	15%	16%
Facebook group/social media communities	7%	7%	7%	7%	6%	8%	7%	6%	6%	7%	7%	7%	6%	8%	6%
Personal friend	20%	20%	22%	18%	15%	14%	20%	20%	23%	22%	23%	13%	11%	23%	21%
Family member	38%	38%	36%	39%	42%	39%	35%	41%	36%	34%	36%	42%	47%	36%	35%
Expert (doctor/therapist/etc.)	4%	4%	4%	3%	5%	2%	4%	3%	4%	5%	4%	3%	2%	4%	4%
Book	3%	3%	4%	2%	3%	2%	3%	3%	3%	3%	3%	3%	2%	3%	3%
Digital resource —website, app, etc	7%	7%	6%	9%	7%	13%	8%	6%	7%	5%	7%	9%	7%	7%	8%
Other (please specify)	8%	8%	5%	7%	6%	8%	5%	7%	5%	5%	5%	7%	6%	5%	7%

Q22: Are you employed?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Yes, full time	53%	53%	54%	54%	50%	63%	59%	45%	100%	-	78%	-	35%	54%	63%
Yes, part time	15%	15%	17%	12%	13%	6%	15%	15%	-	100%	22%	-	17%	15%	14%
No	28%	28%	26%	31%	34%	28%	23%	36%	-	-	-	100%	44%	26%	21%
Other (please specify)	3%	3%	4%	3%	3%	3%	3%	4%	-	-	-	-	4%	4%	2%

Q23: If you are employed, do you feel supported by your spouse/partner?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	2712	2712	2077	585	320	44	1704	997	2064	648	2712	-	420	1377	915
Base: Employed in Q22	686	686	397	277	132	73	436	248	534	152	686	-	101	340	245
Yes	68%	68%	69%	68%	69%	66%	68%	69%	69%	67%	68%	-	69%	67%	70%
No	2%	2%	1%	3%	3%	5%	2%	2%	2%	3%	2%	-	2%	2%	2%
Sometimes	28%	28%	29%	27%	27%	27%	28%	28%	27%	30%	28%	-	28%	29%	26%
Not Applicable	1%	1%	1%	1%	1%	2%	2%	0%	2%	1%	1%	-	1%	1%	2%

Q24: If “Yes”, which best matches your reason for working? Select all that apply.	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	2712	2712	2077	585	320	44	1704	997	2064	648	2712	-	420	1377	915
Base: Employed in Q22	686	686	397	277	132	73	436	248	534	152	686	-	101	340	245
Financial need to contribute to household income	74%	75%	74%	74%	75%	77%	74%	75%	78%	62%	75%	-	77%	74%	75%
Desire to participate in work outside of household	49%	50%	54%	54%	44%	36%	51%	49%	49%	53%	50%	-	43%	50%	53%
Commitment to career	36%	36%	36%	39%	34%	16%	37%	34%	39%	26%	36%	-	26%	38%	38%
Not applicable	4%	4%	4%	5%	6%	7%	4%	4%	4%	5%	4%	-	4%	4%	4%
Other (please specify)	5%	5%	5%	4%	4%	5%	5%	4%	4%	6%	5%	-	5%	4%	6%

Q25: Have you changed your work status (i.e., full time to part time, etc) in some way since becoming a parent?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Yes	50%	50%	51%	47%	50%	42%	45%	56%	24%	90%	38%	73%	60%	48%	46%
No	40%	40%	39%	41%	37%	48%	45%	33%	70%	8%	56%	3%	26%	41%	45%
Other (please specify)	3%	3%	4%	3%	4%	2%	4%	2%	5%	1%	4%	1%	4%	3%	4%
Not applicable	7%	7%	6%	9%	8%	8%	6%	9%	2%	1%	1%	22%	11%	7%	5%

Q26: If “Yes”, please describe how your job situation has changed since becoming a parent? Select ‘Not applicable’ if you are not employed.	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3505	3505	2647	785	444	58	2056	1441	1922	637	2559	832	659	1746	1100
Base: All Respondents	893	893	505	371	183	96	530	362	499	150	648	216	166	435	291
I work fewer hours	13%	13%	15%	11%	12%	3%	13%	13%	6%	55%	17%	0%	12%	14%	12%
I work more hours	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	0%	2%	1%	2%
I have a more flexible role	7%	7%	7%	7%	7%	5%	7%	7%	10%	7%	9%	0%	5%	6%	8%
I have a less flexible role	0%	0%	0%	1%	0%	-	0%	0%	0%	0%	0%	-	0%	0%	1%
I work from home	4%	4%	4%	5%	4%	7%	4%	5%	4%	11%	6%	1%	4%	4%	5%
I changed my field of work	2%	2%	3%	2%	2%	-	2%	3%	2%	4%	3%	0%	4%	2%	2%
I became a stay-at-home parent	24%	24%	24%	25%	28%	19%	21%	30%	0%	9%	2%	88%	38%	23%	19%
I went back to school	1%	1%	0%	2%	2%	3%	1%	1%	1%	1%	1%	2%	3%	1%	0%
Other (please specify)	4%	4%	4%	4%	5%	5%	5%	3%	4%	4%	4%	3%	3%	4%	4%
Not applicable	42%	42%	41%	44%	39%	55%	46%	36%	70%	6%	56%	5%	28%	43%	47%

Q27: If “Yes, which best describes the reason for adjusting your approach to work? Select ‘Not applicable’ if you are not employed.	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3505	3505	2647	785	444	58	2056	1441	1922	637	2559	832	659	1746	1100
Changed Work Status in Q25	893	893	505	371	183	96	530	362	499	150	648	216	166	435	291
It's less important to me/my priorities have changed	20%	20%	21%	19%	22%	16%	18%	24%	7%	29%	12%	43%	27%	20%	17%

Adjusting to accommodate my new schedule and parenting responsibilities	22%	22%	23%	22%	21%	19%	23%	22%	16%	48%	24%	18%	27%	22%	21%
Conditions offered by my employer weren't conducive to working and parenting	10%	10%	10%	10%	10%	9%	8%	11%	4%	10%	5%	22%	11%	10%	9%
Did not change my approach	11%	11%	10%	11%	9%	17%	12%	9%	18%	2%	14%	2%	6%	11%	13%
Other (please specify)	4%	4%	4%	3%	4%	-	3%	4%	2%	4%	3%	6%	4%	4%	3%
Not applicable	33%	33%	32%	35%	34%	40%	36%	30%	53%	8%	42%	10%	25%	33%	37%

Q28: If you chose 'Conditions offered by my employer weren't conducive to working and parenting', what conditions were least conducive to your ability to maintain employment?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	331	331	248	76	47	5	170	161	68	63	131	176	75	156	100
Base: Base: Changed Work Status because of Employer Conditions in Q27	84	84	47	35	19	8	44	40	18	15	32	47	19	41	25
Cost of childcare	26%	26%	29%	20%	28%	-	22%	30%	10%	22%	16%	32%	29%	24%	25%
Length of maternity leave	7%	7%	4%	11%	11%	20%	10%	4%	6%	5%	6%	8%	8%	8%	4%
Ability to be near the baby	7%	7%	8%	5%	9%	-	7%	6%	11%	3%	7%	5%	13%	4%	6%
Ability to balance family and work responsibilities	34%	34%	33%	35%	34%	40%	27%	41%	47%	34%	41%	29%	18%	39%	37%
Company culture was not supportive or understanding	18%	18%	17%	20%	9%	40%	24%	11%	21%	17%	19%	17%	21%	14%	22%
Other (please specify)	8%	8%	6%	9%	9%	-	7%	8%	6%	17%	11%	5%	10%	7%	6%
Not applicable	2%	2%	2%	1%	2%	-	2%	1%	-	1%	1%	3%	1%	3%	1%

Q29: Which best describes your mentality around combining a career and motherhood?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
I feel discouraged: it's extremely challenging managing trade-offs	51%	51%	51%	49%	51%	45%	51%	50%	46%	47%	46%	61%	52%	51%	48%
I feel optimistic: I believe it's possible to combine them creatively	33%	33%	33%	33%	33%	34%	33%	33%	35%	39%	36%	27%	33%	32%	34%
I feel empowered: I believe that becoming a mother has helped me excel in my career	9%	9%	9%	10%	8%	16%	9%	9%	13%	9%	12%	2%	7%	10%	9%
Other (please specify)	7%	7%	7%	7%	8%	5%	7%	8%	6%	5%	5%	10%	8%	6%	8%

Q30: If you answered empowered, when did that feeling take hold? (If you did not, please select “not applicable.”)	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	339	339	251	82	43	10	201	138	250	56	306	17	59	174	106
Base: Feel empowered combining career and motherhood	93	93	48	43	18	17	54	38	69	14	83	4	13	49	30
When my child was a baby.	56%	56%	56%	56%	58%	60%	64%	44%	56%	60%	57%	47%	60%	57%	52%
When my child was a toddler.	39%	39%	42%	34%	37%	20%	35%	44%	38%	37%	38%	43%	40%	38%	39%
When my child was older: School age or teens.	5%	5%	1%	9%	2%	20%	-	11%	5%	3%	5%	6%	-	4%	8%
Not applicable	1%	1%	1%	1%	2%	-	1%	-	1%	-	1%	4%	-	2%	-

Q31: Is your partner employed?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3861	3861	2901	881	500	60	2234	1613	2028	641	2669	1060	752	1922	1187
Base: Have Partner	981	981	554	408	207	99	575	403	521	150	671	277	189	480	311
Yes	98%	98%	98%	98%	98%	97%	98%	98%	96%	98%	97%	99%	98%	98%	97%
No	2%	2%	2%	2%	2%	2%	2%	2%	4%	2%	3%	1%	2%	2%	3%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Q32: Has your partner opted to scale back or scale up their work since becoming a parent?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3861	3861	2901	881	500	60	2234	1613	2028	641	2669	1060	752	1922	1187
Base: Have Partner	981	981	554	408	207	99	575	403	521	150	671	277	189	480	311
My partner has scaled back his/her career	8%	8%	7%	10%	10%	8%	9%	8%	10%	6%	9%	6%	7%	8%	10%
My partner has scaled up his/her career	31%	31%	30%	32%	38%	18%	26%	38%	22%	35%	25%	45%	34%	33%	27%
My partner's career has not changed	59%	59%	61%	56%	50%	70%	64%	52%	65%	58%	64%	48%	58%	57%	61%
Not applicable	2%	2%	1%	2%	1%	3%	1%	2%	2%	1%	2%	1%	1%	2%	2%

Q33: Who is the primary breadwinner in your household?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3861	3861	2901	881	500	60	2234	1613	2028	641	2669	1060	752	1922	1187
Base: Have Partner	981	981	554	408	207	99	575	403	521	150	671	277	189	480	311
Myself	18%	18%	16%	19%	17%	23%	20%	14%	31%	4%	25%	0%	13%	17%	22%
My partner	63%	63%	65%	61%	65%	52%	59%	69%	38%	85%	49%	96%	72%	64%	57%
Equal earnings	18%	18%	17%	18%	17%	22%	19%	16%	29%	9%	25%	2%	13%	18%	20%
Other (please specify)	1%	1%	1%	0%	0%	-	1%	1%	0%	1%	1%	0%	1%	0%	1%
Not applicable	1%	1%	0%	1%	1%	3%	1%	1%	1%	-	1%	1%	1%	1%	1%

Q34 Working Moms: How much of your family's annual household income do you contribute?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3861	3861	2901	881	500	60	2234	1613	2028	641	2669	1060	752	1922	1187
Base: Have Partner and Employed in Q22	981	981	554	408	207	99	575	403	521	150	671	277	189	480	311
0-25%	39%	39%	39%	39%	42%	37%	33%	47%	5%	54%	16%	91%	52%	39%	31%
26-50%	31%	31%	32%	29%	29%	25%	34%	27%	46%	33%	43%	2%	24%	31%	34%
51-75%	22%	22%	22%	22%	21%	25%	25%	19%	38%	8%	31%	2%	16%	23%	24%
76-100%	5%	5%	5%	6%	4%	12%	6%	5%	10%	1%	8%	0%	4%	5%	7%
Prefer not to answer	3%	3%	2%	4%	3%	2%	3%	3%	1%	4%	2%	5%	4%	2%	4%

Q35: If you are employed, how could your employer best support you as a mother?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	2712	2712	2077	585	320	44	1704	997	2064	648	2712	-	420	1377	915
Base: Employed in Q22	686	686	397	277	132	73	436	248	534	152	686	-	101	340	245
More flexible schedule	12%	12%	12%	13%	11%	14%	12%	12%	12%	11%	12%	-	13%	12%	12%
Provide childcare on-site / Subsidies for childcare	21%	21%	20%	22%	22%	23%	21%	21%	21%	21%	21%	-	19%	21%	21%
Remote work opportunities	15%	15%	13%	19%	20%	20%	15%	16%	16%	14%	15%	-	16%	13%	18%
Less travel	1%	1%	1%	0%	1%	-	1%	0%	1%	1%	1%	-	0%	1%	1%
Accommodations for unconventional hours	3%	3%	4%	3%	2%	5%	4%	2%	3%	4%	3%	-	4%	3%	4%
Part-time work options	7%	7%	7%	7%	8%	2%	7%	7%	7%	5%	7%	-	4%	8%	7%
Ability to come in/ leave early	5%	5%	5%	6%	6%	7%	5%	5%	6%	4%	5%	-	6%	5%	6%
Equal maternity + paternity leave options	2%	2%	2%	2%	2%	2%	1%	3%	2%	3%	2%	-	1%	2%	1%
Longer, paid maternity leave	24%	24%	28%	19%	20%	16%	26%	22%	26%	20%	24%	-	26%	27%	20%
Other (please specify)	4%	4%	4%	4%	3%	5%	3%	4%	3%	4%	4%	-	3%	4%	4%
Not applicable	6%	6%	6%	5%	4%	7%	6%	6%	4%	13%	6%	-	7%	5%	6%

Q36: If you are employed, does your employer provide adequate breastfeeding support? (i.e. time, privacy)	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	2712	2712	2077	585	320	44	1704	997	2064	648	2712	-	420	1377	915
Base: Employed in Q22	686	686	397	277	132	73	436	248	534	152	686	-	101	340	245
Yes	60%	60%	62%	58%	59%	55%	60%	61%	64%	49%	60%	-	53%	61%	63%
No	12%	12%	11%	13%	13%	14%	11%	12%	12%	11%	12%	-	13%	13%	10%
Yes – But culturally I feel like it is looked down upon	15%	15%	15%	16%	14%	16%	16%	13%	17%	11%	15%	-	20%	16%	12%
Not applicable	12%	12%	12%	13%	14%	16%	12%	13%	8%	29%	12%	-	14%	10%	15%

Q37: If yes, but culturally you feel it is looked down upon, at what level do you feel like it is not accepted?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	413	413	312	95	44	7	275	138	339	74	413	-	80	221	112
Base: Employed in Q22 and Employer Culture not favorable to breastfeeding	105	105	60	44	18	12	71	33	88	16	105	-	20	55	30
Co-workers/Peers	24%	24%	26%	21%	18%	14%	24%	24%	23%	29%	24%	-	25%	25%	21%
Management	27%	27%	25%	30%	30%	43%	28%	24%	28%	20%	27%	-	20%	22%	40%
Both	48%	48%	48%	47%	50%	43%	47%	51%	48%	50%	48%	-	53%	53%	38%
Not applicable	1%	1%	1%	1%	2%	-	1%	1%	1%	-	1%	-	2%	0%	1%

Q38: If you are employed, does your work empower or inspire you to be a better mother?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	2712	2712	2077	585	320	44	1704	997	2064	648	2712	-	420	1377	915
Base: Employed in Q22	686	686	397	277	132	73	436	248	534	152	686	-	101	340	245
Yes	55%	55%	54%	56%	56%	52%	56%	53%	54%	56%	55%	-	56%	55%	53%
No	38%	38%	39%	37%	36%	41%	38%	38%	40%	29%	38%	-	34%	40%	37%
Not applicable	7%	7%	7%	7%	8%	7%	7%	8%	5%	15%	7%	-	10%	5%	9%

Q39: Do you believe that your work choice helps you to set a positive example for your children?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Yes	73%	73%	76%	69%	70%	67%	76%	68%	91%	89%	90%	29%	61%	74%	78%
No	7%	7%	6%	7%	6%	9%	7%	6%	7%	6%	7%	6%	7%	7%	6%
Not applicable	21%	21%	18%	24%	24%	23%	17%	26%	2%	5%	3%	64%	32%	19%	16%

Q40: If you don't currently work, are you planning to re-enter the paid workforce (part time or full time) at some point in the future?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	1208	1208	863	313	188	20	577	628	-	-	-	1073	349	564	295
Base: Not working in Q22	315	315	165	142	78	33	153	160	-	-	-	281	93	147	75
Yes	60%	60%	57%	63%	63%	65%	62%	58%	-	-	-	63%	53%	61%	66%
No	3%	3%	5%	2%	1%	-	2%	5%	-	-	-	4%	4%	4%	2%
Unsure	28%	28%	30%	25%	28%	20%	28%	28%	-	-	-	29%	35%	25%	24%
Other (please specify)	2%	2%	1%	3%	1%	10%	2%	3%	-	-	-	2%	1%	3%	2%
Not applicable	7%	7%	7%	7%	7%	5%	7%	7%	-	-	-	3%	7%	7%	6%

Q41: What contributes to the majority of your debt?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Student loans	27%	27%	24%	32%	28%	48%	30%	24%	27%	26%	27%	29%	32%	28%	23%
Credit cards	15%	15%	11%	20%	18%	27%	15%	15%	14%	18%	15%	15%	16%	13%	17%
Mortgage	41%	41%	47%	32%	39%	14%	38%	45%	44%	40%	43%	35%	31%	43%	44%
Medical expense	3%	3%	3%	4%	4%	3%	3%	4%	3%	4%	3%	5%	6%	4%	2%
Other (please specify)	2%	2%	3%	2%	2%	-	3%	2%	2%	2%	2%	3%	4%	2%	2%
Not applicable	9%	9%	9%	8%	7%	8%	9%	8%	8%	8%	8%	10%	10%	8%	10%
Prefer not to answer	2%	2%	2%	2%	2%	-	2%	2%	1%	3%	1%	3%	2%	2%	3%

Q42: Did your mother work outside of the home while growing up?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	3920	3920	3920	3920	3920	3920	3920	3920	3920
Base: All Respondents	1000	1000	561	420	210	106	1000	1000	1000	1000	1000	1000	1000	1000	1000
Yes	54%	54%	50%	60%	53%	70%	50%	50%	50%	50%	50%	50%	50%	50%	50%
No	19%	19%	20%	17%	19%	11%	33%	33%	33%	33%	33%	33%	33%	33%	33%
Periodically on/off	25%	25%	27%	22%	26%	17%	9%	9%	9%	9%	9%	9%	9%	9%	9%
Other (please specify)	1%	1%	1%	1%	1%	2%	7%	7%	7%	7%	7%	7%	7%	7%	7%
Not applicable	0%	0%	0%	0%	1%	-	7%	7%	7%	7%	7%	7%	7%	7%	7%

Q43: Which monthly bill is most expensive?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Mortgage/Rent	69%	69%	72%	67%	68%	63%	69%	70%	68%	71%	69%	71%	70%	72%	66%
Childcare	10%	10%	10%	10%	8%	14%	9%	12%	17%	4%	14%	1%	6%	9%	14%
Medical	1%	1%	1%	2%	2%	-	1%	2%	1%	2%	1%	3%	2%	1%	1%
Credit card payment	8%	8%	7%	8%	8%	6%	8%	7%	6%	9%	7%	9%	6%	7%	9%
Student loans	6%	6%	6%	6%	7%	5%	6%	5%	5%	6%	5%	7%	7%	6%	5%
Car	3%	3%	2%	5%	4%	8%	3%	3%	2%	4%	3%	5%	6%	3%	3%
Utilities	1%	1%	1%	2%	2%	3%	2%	1%	0%	1%	1%	4%	2%	1%	1%
Other (please specify)	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%

Q44: What percentage of your monthly household income goes to childcare?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Less than 10%	59%	59%	58%	61%	64%	55%	59%	59%	39%	71%	47%	88%	71%	61%	50%
11-25%	30%	30%	33%	27%	26%	27%	31%	29%	45%	22%	40%	9%	21%	29%	38%
26-50%	10%	10%	9%	11%	8%	17%	9%	10%	15%	6%	13%	2%	7%	9%	12%
More than 50%	1%	1%	0%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%	1%	1%

Q45: Where do you feel you need the most support in your life since becoming a mom?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	3920	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	1000	420	210	106	589	408	534	152	686	281	194	486	320
At home	25%	25%	27%	22%	23%	19%	24%	27%	26%	28%	686	23%	22%	26%	26%
At work	6%	6%	6%	6%	6%	5%	7%	5%	10%	3%	26%	1%	5%	6%	7%
With my spouse	24%	24%	21%	27%	23%	38%	24%	24%	22%	23%	8%	28%	26%	23%	23%
With friends	10%	10%	10%	10%	11%	11%	11%	10%	10%	12%	22%	10%	10%	10%	11%
With my physical or mental health	33%	33%	34%	32%	35%	25%	33%	32%	31%	33%	10%	35%	35%	33%	31%
Other (please specify)	2%	2%	2%	2%	2%	3%	1%	3%	2%	2%	32%	3%	3%	2%	2%

Q46: Who scheduled your child's last doctor's appointment?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
You	93%	93%	94%	91%	93%	92%	92%	95%	91%	94%	92%	95%	94%	93%	92%
Your co-parent	6%	6%	5%	6%	6%	5%	7%	4%	7%	5%	7%	3%	4%	6%	6%
Other (please specify)	2%	2%	1%	2%	2%	3%	2%	1%	2%	1%	1%	2%	2%	1%	1%

Q47: In the last month, how many times did you go out with friends?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
0	43%	43%	39%	49%	49%	56%	40%	48%	40%	39%	40%	52%	49%	41%	42%
1-3	54%	54%	58%	48%	47%	42%	57%	49%	57%	56%	57%	45%	47%	55%	55%
4+	3%	3%	3%	3%	4%	2%	4%	3%	3%	5%	3%	3%	4%	4%	3%

Q48: In the last month, how many times did you go on a date with your partner?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
0	47%	47%	45%	50%	49%	45%	46%	50%	43%	46%	44%	54%	49%	46%	48%
1-3	51%	51%	53%	47%	49%	50%	52%	49%	55%	51%	54%	44%	48%	53%	49%
4+	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%
Not applicable	1%	1%	1%	2%	1%	5%	2%	1%	1%	2%	1%	2%	2%	1%	3%

Q49: What are your go-to 'life hacks'? Select all that apply.	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3914	3914	2934	898	508	64	2276	1624	2060	647	2707	1072	767	1938	1209
Base: All Respondents	999	999	560	420	210	106	588	408	533	152	685	281	194	486	320
Pre-prepped dinners (meal boxes delivered or made-ahead at home)	21%	21%	23%	18%	18%	14%	22%	18%	25%	17%	23%	16%	19%	22%	20%
Scheduling working hours during child(ren)'s nap/ sleep times	16%	16%	17%	15%	15%	11%	17%	15%	12%	35%	17%	12%	20%	16%	15%
Shopping mostly online	65%	65%	65%	64%	65%	58%	65%	65%	68%	60%	66%	63%	55%	67%	68%
Cleaning / laundry services	18%	18%	17%	20%	20%	22%	18%	19%	21%	14%	19%	17%	12%	18%	24%
Child care assistance	22%	22%	24%	20%	21%	13%	22%	22%	30%	25%	29%	8%	16%	22%	27%
Waking up before everyone else / Going to sleep after everyone else	43%	43%	42%	44%	44%	42%	40%	48%	46%	38%	44%	42%	42%	45%	42%
Calendars / To-do lists / productivity apps	59%	59%	61%	57%	54%	56%	60%	58%	59%	59%	59%	59%	60%	59%	58%
Other (please specify)	5%	5%	5%	5%	4%	9%	4%	6%	4%	3%	4%	5%	7%	5%	3%

Q50: What is the #1 activity you spend the most time on when you are on your phone?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Catching up on social media	48%	48%	49%	47%	49%	48%	49%	47%	49%	49%	49%	46%	53%	50%	42%
Using photo / camera	7%	7%	8%	8%	8%	3%	7%	8%	7%	6%	6%	9%	9%	8%	7%
Consuming news / media	6%	6%	5%	5%	5%	9%	6%	6%	6%	6%	6%	7%	4%	5%	8%
Shopping	4%	4%	5%	5%	3%	3%	4%	5%	4%	5%	5%	4%	4%	4%	5%
Researching baby / child activities	7%	7%	5%	5%	8%	8%	9%	4%	9%	6%	6%	8%	8%	7%	6%
Checking email	9%	9%	9%	9%	9%	14%	9%	11%	9%	11%	10%	8%	9%	8%	12%
Listening to podcasts	5%	5%	5%	5%	4%	6%	5%	4%	5%	6%	5%	4%	3%	5%	5%
Reading books	2%	2%	3%	3%	3%	-	2%	3%	2%	2%	2%	2%	2%	2%	3%
Messaging people	9%	9%	9%	9%	8%	6%	8%	10%	8%	7%	8%	10%	7%	8%	10%
Other (please specify)	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%

Q51: Who in your household handles household chores /responsibilities most of the time?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Mostly myself	61%	61%	62%	60%	63%	55%	57%	66%	49%	67%	53%	80%	65%	60%	60%
Mostly my partner	5%	5%	4%	7%	4%	13%	6%	3%	7%	2%	6%	3%	4%	5%	6%
Share equally	32%	32%	33%	31%	31%	33%	34%	30%	42%	30%	39%	16%	29%	33%	33%
Not applicable - single parent	1%	1%	1%	1%	1%	-	1%	0%	1%	1%	1%	1%	1%	1%	1%
Not applicable - mostly outsource chores /responsibilities to non-parent/partner	0%	0%	1%	0%	1%	-	0%	0%	0%	0%	0%	1%	1%	0%	0%

Q52: Yesterday, how much time did you get to yourself without work or family obligations?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
less than 1 hour	62%	62%	63%	60%	63%	53%	58%	68%	65%	61%	64%	58%	61%	63%	62%
1-2 hours	33%	33%	33%	33%	32%	34%	36%	29%	32%	34%	32%	36%	35%	32%	34%
3+ hours	5%	5%	3%	7%	5%	13%	6%	3%	4%	5%	4%	7%	5%	5%	5%

Q53: In the last 24 hours, how much time did you spend on household chores? (i.e. laundry, cleaning)	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
less than 1 hour	16%	16%	15%	19%	14%	28%	18%	14%	22%	12%	20%	8%	13%	16%	20%
1-2 hours	54%	54%	56%	52%	53%	53%	56%	51%	58%	53%	57%	48%	52%	55%	54%
3+ hours	29%	29%	29%	28%	33%	19%	25%	35%	19%	35%	23%	44%	34%	29%	26%
Not applicable	0%	0%	0%	0%	0%	-	0%	0%	1%	0%	1%	-	0%	0%	1%

Q54: In the last 24 hours, how much time did you spend cooking?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
less than 1 hour	43%	43%	45%	41%	37%	48%	44%	42%	53%	38%	50%	29%	39%	43%	46%
1-2 hours	48%	48%	48%	47%	53%	36%	47%	49%	40%	57%	44%	57%	51%	49%	44%
3+ hours	6%	6%	5%	7%	7%	8%	5%	7%	2%	5%	3%	13%	7%	5%	6%
Not applicable	3%	3%	2%	5%	3%	8%	4%	2%	4%	1%	3%	2%	2%	3%	4%

Q55: In the last 24 hours, how much time did you spend caring for children?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
less than 1 hour	1%	1%	1%	1%	1%	2%	1%	0%	2%	0%	1%	1%	1%	1%	1%
1-2 hours	5%	5%	4%	6%	6%	6%	6%	3%	8%	2%	6%	0%	3%	5%	5%
3+ hours	94%	94%	95%	93%	94%	92%	93%	97%	91%	97%	92%	99%	96%	94%	94%

Q56: Which race/ethnicity best describes you? (Please choose only one.)	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
American Indian or Alaska Native	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Asian	7%	7%	-	17%	-	-	8%	7%	8%	7%	8%	7%	4%	6%	11%
Black or African American	11%	11%	-	25%	-	100%	12%	9%	12%	4%	11%	11%	9%	9%	14%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Native Hawaiian or other Pacific Islander	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
White, Caucasian	56%	56%	100%	-	23%	-	55%	57%	56%	63%	58%	52%	55%	58%	54%
White, Hispanic or Latino	21%	21%	-	50%	-	-	21%	21%	20%	18%	19%	25%	26%	22%	16%
Multiple ethnicities	3%	3%	-	7%	100%	-	3%	3%	3%	5%	3%	3%	4%	3%	3%
Prefer not to answer	2%	2%	-	-	-	-	2%	2%	1%	3%	2%	3%	2%	2%	3%

	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
Q57: What year were you born?	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Generation Z	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Millennials	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Generation X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Born Prior to 1965	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
Q58: What year were you born?	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Under 25	2%	2%	2%	3%	3%	3%	3%	1%	1%	2%	1%	5%	11%	-	-
25-29	17%	17%	17%	17%	21%	14%	19%	15%	12%	19%	14%	26%	89%	-	-
30-33	39%	39%	40%	37%	42%	31%	41%	35%	39%	41%	40%	36%	-	79%	-
34-38	42%	42%	41%	43%	34%	52%	37%	50%	48%	37%	46%	33%	-	21%	100%
39 and over	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
Q59: In what state or U.S. territory do you live? If not in the U.S., select "not applicable."	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Northeast	22%	22%	25%	19%	17%	23%	23%	20%	23%	25%	23%	20%	16%	23%	24%
Mid-West	21%	21%	25%	15%	16%	14%	21%	21%	22%	20%	22%	18%	25%	21%	17%
South	30%	30%	28%	33%	30%	48%	30%	30%	32%	25%	31%	29%	30%	30%	31%
West	27%	27%	22%	34%	38%	14%	26%	29%	22%	31%	24%	34%	29%	26%	28%

	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
Q60: Do you feel as though your state is an optimal place to raise children?	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Yes	68%	68%	71%	65%	65%	61%	66%	71%	69%	69%	69%	68%	70%	69%	66%
No	26%	26%	24%	29%	29%	33%	28%	24%	26%	26%	26%	28%	26%	25%	29%
Other (please specify)	5%	5%	5%	6%	6%	6%	5%	5%	6%	5%	6%	4%	4%	6%	5%

Q61: What is the highest level of education you have completed?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
Some high school	0%	0%	0%	0%	-	-	0%	0%	0%	0%	0%	0%	0%	0%	-
Graduated from high school	3%	3%	3%	4%	5%	5%	3%	4%	2%	3%	3%	7%	10%	2%	2%
Some college	13%	13%	11%	16%	18%	19%	11%	16%	8%	14%	14%	22%	26%	11%	9%
Graduated from college	45%	45%	48%	44%	47%	38%	47%	44%	45%	45%	45%	49%	48%	48%	43%
Some graduate school	6%	6%	5%	7%	5%	9%	5%	6%	6%	6%	6%	5%	4%	7%	6%
Completed graduate school	31%	31%	33%	28%	26%	30%	33%	29%	39%	31%	31%	16%	12%	32%	40%

Q62: What is your household's total, combined annual income?	Total	Total Millennial Only	Ethnicity				Number of Children		Employment				Age		
	Total	Q57: Born 1981-1996	White	Non-White	Hispanic	African -American	1	2 or more	Full Time	Part Time	Full or Part Time	Not Employed	<30	30-34	35+
Unweighted Based	3920	3920	2940	898	508	64	2281	1625	2064	648	2712	1073	769	1941	1210
Base: All Respondents	1000	1000	561	420	210	106	589	408	534	152	686	281	194	486	320
\$0 – 24,999	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	4%	5%	1%	1%
\$25,000 - \$44,999	7%	7%	5%	8%	9%	9%	6%	8%	3%	7%	3%	14%	16%	5%	2%
\$45,000 - \$64,999	11%	11%	10%	12%	12%	16%	11%	11%	6%	14%	8%	18%	22%	9%	7%
\$65,000 - \$84,999	12%	12%	12%	12%	14%	11%	12%	12%	10%	17%	11%	13%	17%	12%	9%
\$85,000 - \$99,999	11%	11%	11%	10%	12%	6%	10%	11%	11%	10%	11%	9%	11%	12%	9%
\$100,000 - \$149,999	25%	25%	26%	24%	22%	28%	25%	24%	30%	24%	29%	16%	15%	28%	26%
\$150,000 - \$199,999	12%	12%	13%	10%	10%	11%	13%	11%	16%	8%	15%	6%	4%	14%	14%
\$200,000 - \$299,999	8%	8%	8%	9%	7%	11%	10%	7%	11%	5%	10%	6%	1%	9%	12%
\$300,000 - \$499,999	3%	3%	3%	2%	2%	-	3%	3%	4%	2%	3%	2%	0%	2%	6%
Over \$500,000	1%	1%	1%	1%	1%	-	1%	1%	2%	0%	1%	0%	-	1%	2%
Prefer not to answer	9%	9%	8%	9%	9%	6%	9%	10%	7%	11%	8%	12%	8%	8%	12%