



The Mom Edition | May 2022



Moms continue to be
worn out and exhausted
(and it's not just because of COVID)

Moms today are exhausted, stressed and burned out.



of moms say

*I feel like I am doing too much at once, and I am feeling **stressed** and **overwhelmed**.*



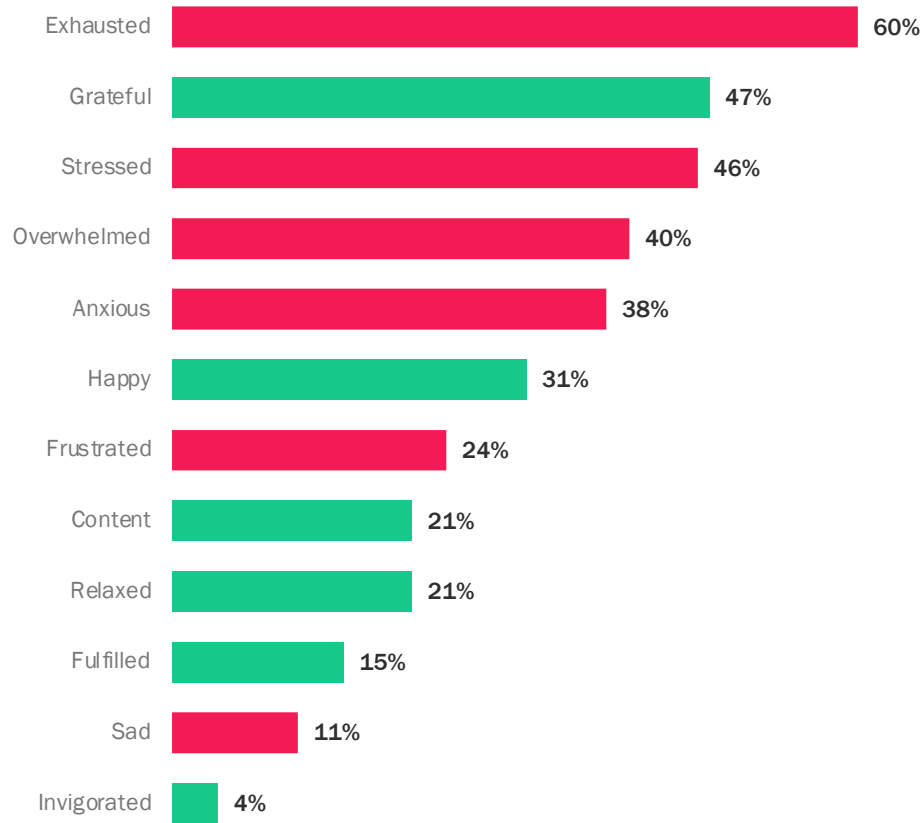
of working moms agree with the statement

*I feel **burned out**.*

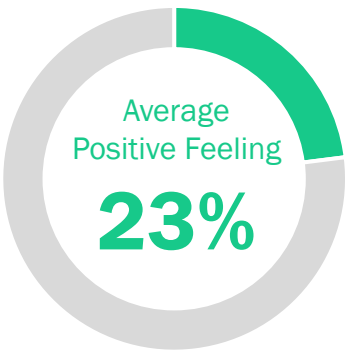
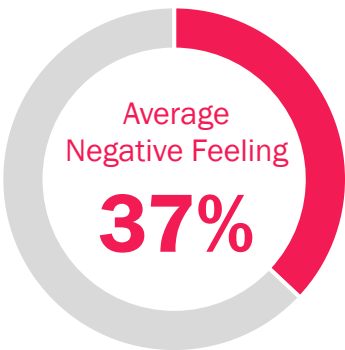
Even higher with single moms at 79%



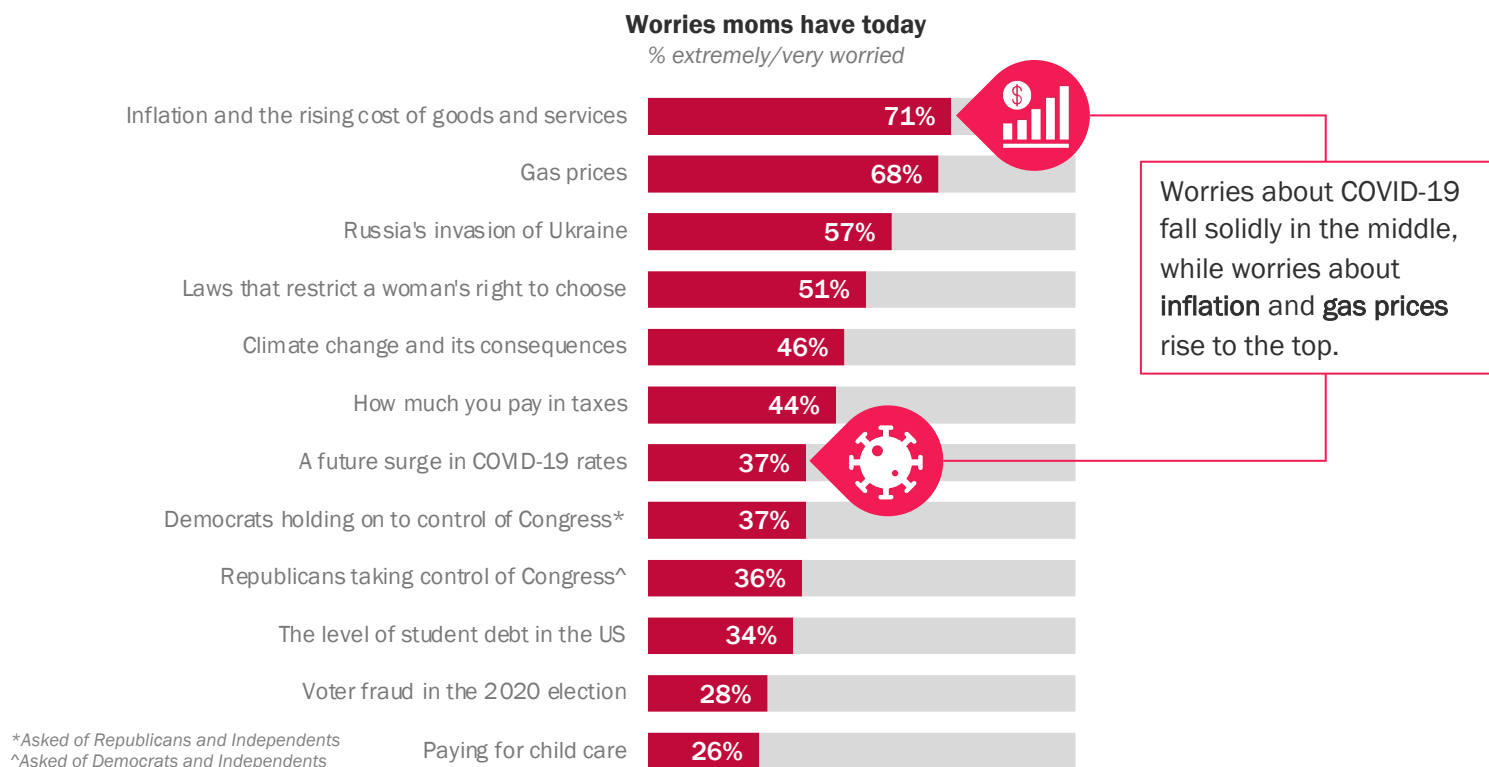
When asked how they typically feel at the end of an average day, negative feelings like **exhausted**, **stressed** and **overwhelmed** dominate, though nearly half acknowledge that they feel **grateful**.



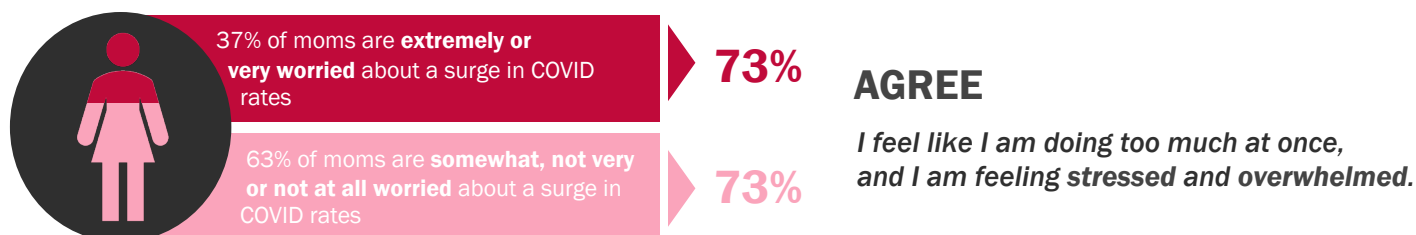
Respondents could select up to 5 answer choices



There has been a lot of focus on how challenging the pandemic has been for moms, but concerns about COVID-19 are receding, and moms continue to feel stressed and exhausted.

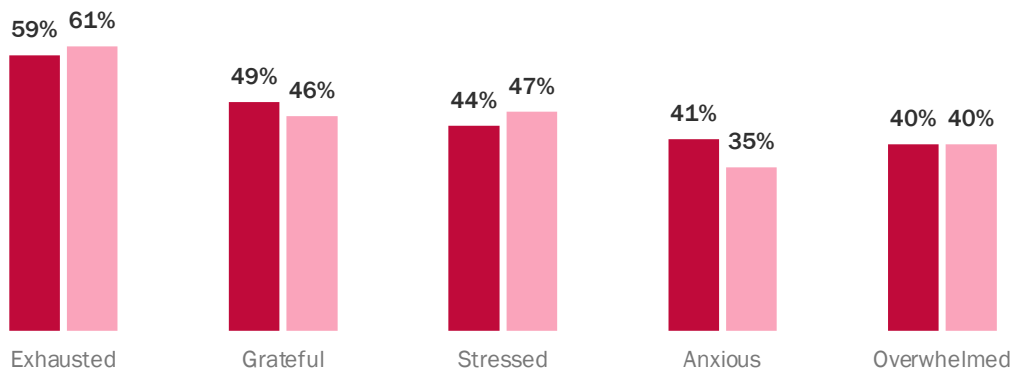


Interestingly, worries about COVID – or the absence of them – have little effect on how moms feel.



Top 5 feelings moms typically have at the end of an average day (for each group)

There is not much difference in how moms feel at the end of an average day based on whether they're worried about COVID.



The economic challenges our country is facing is exacerbating how moms feel and contributing to their stress and exhaustion



Just as we may be emerging from the pandemic, there is a new set of challenges making it hard for moms to get respite.



Moms who are **worried about inflation** are much more likely to feel exhausted, overwhelmed and anxious.



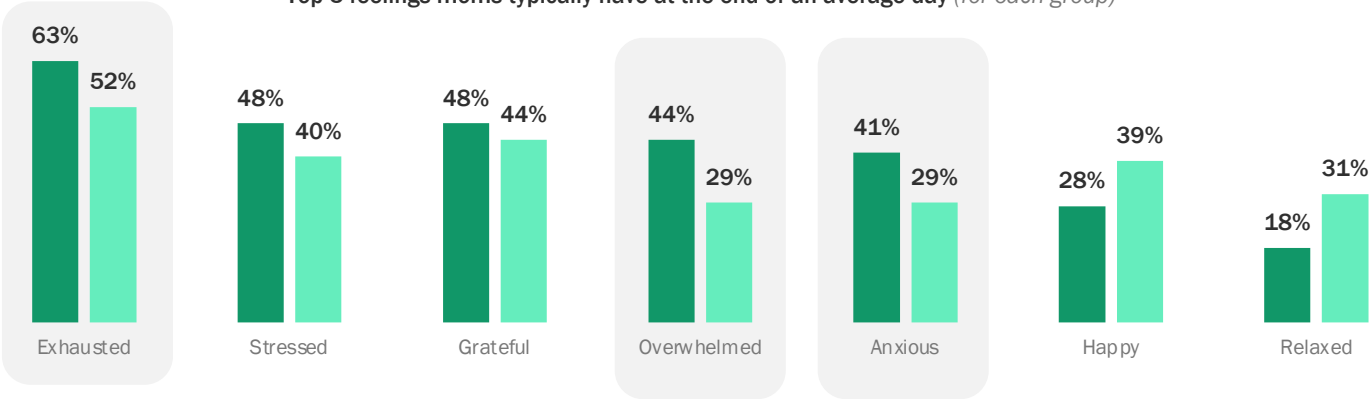
71% of moms are **extremely or very worried about inflation and the rising cost of goods and services**

29% of moms are **somewhat, not very or not at all worried about inflation and the rising cost of goods and services**

79% AGREE
I feel like I am doing too much at once, and I am feeling stressed and overwhelmed.

59%

Top 5 feelings moms typically have at the end of an average day (for each group)



Consequently, concern about inflation has led to significant behavioral change for more than 1 in 3 moms, particularly Black and Hispanic Moms.



To cope with these economic pressures, moms are making major lifestyle changes, including buying fewer things, cutting back on special treats and putting off big purchases.

Has inflation and the rising cost of goods and services caused you to do any of the following over the past few months?
% who say yes, among Moms



As companies compete for business from moms, it's notable that their purchasing behavior is shifting more online, more local, more rewards-focused and more values-based.

% of moms who are now doing this "more often" than they were before the pandemic



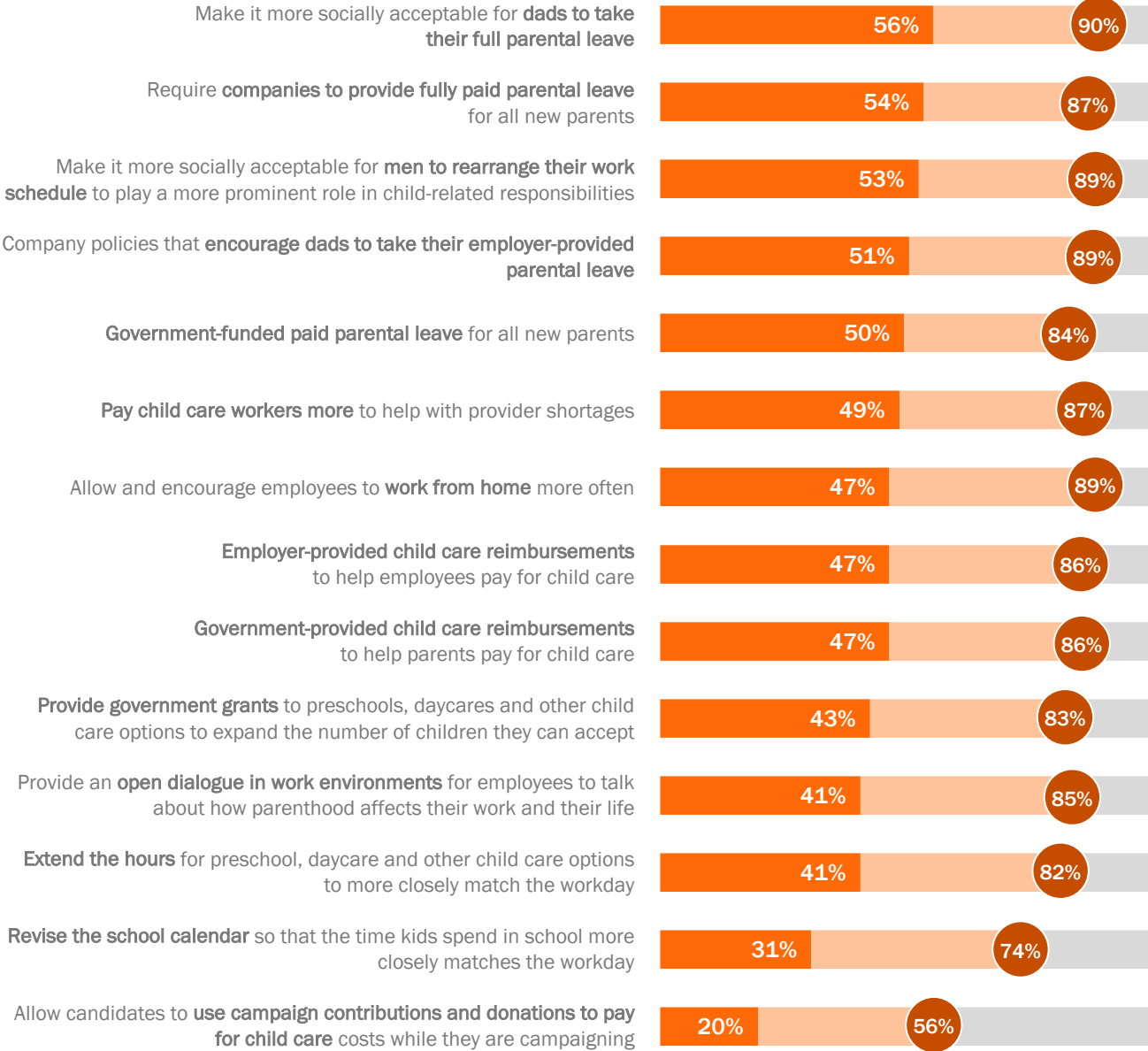
The Change We Need

To help alleviate some of the pressure moms are feeling, there is strong support a variety of reforms to help working parents, ranging from **policy changes** to **changing social norms**.

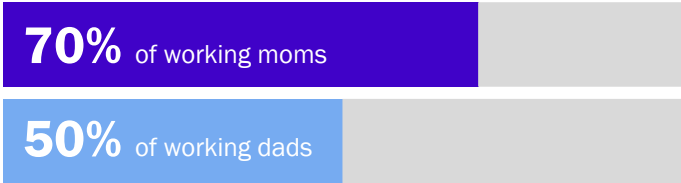


Support for changes that could be made to help working parents *Among moms*

Strongly Support Total Support



The burnout and exhaustion is a dynamic that is particularly unique to Moms. Dads don't feel nearly the same way.



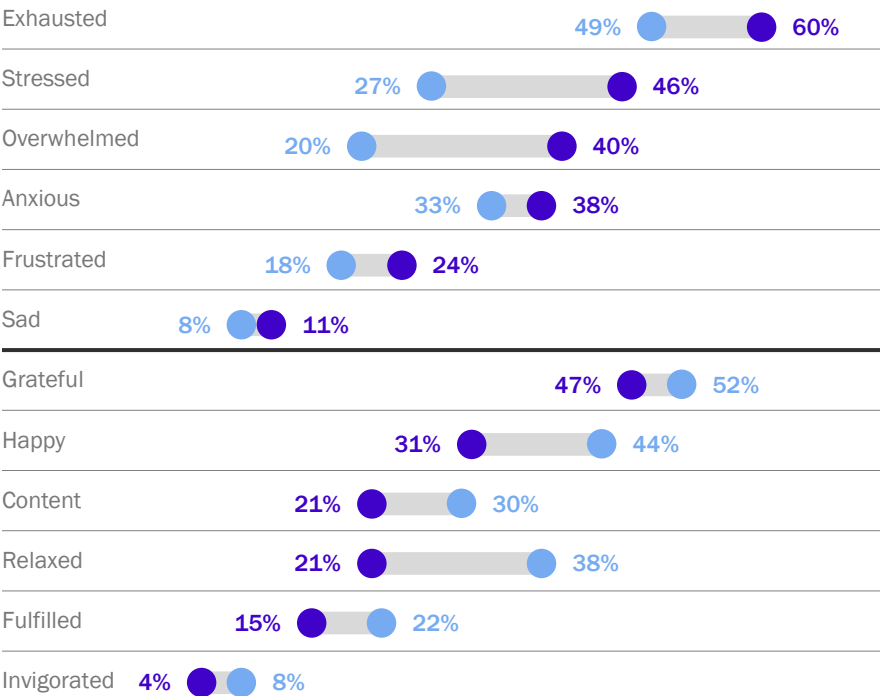
I feel **burned out**.



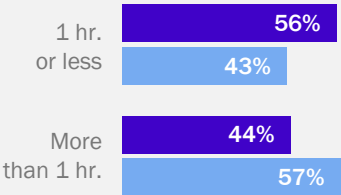
I feel like I am doing too much at once, and I am feeling **stressed** and **overwhelmed**.

Moms are twice as likely as **Dads** to say they're overwhelmed, and nearly twice as likely to say they're stressed. Dads are more likely to say they're happy, content and relaxed at the end of the day.

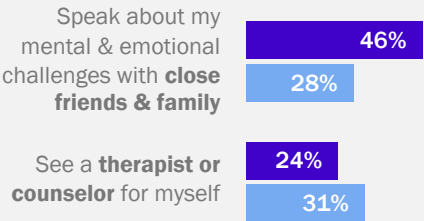
How you typically feel at the end of an average day *Can select up to 5 choices*



This could be because **Moms** get **less time to themselves** at the end of a typical weekday.

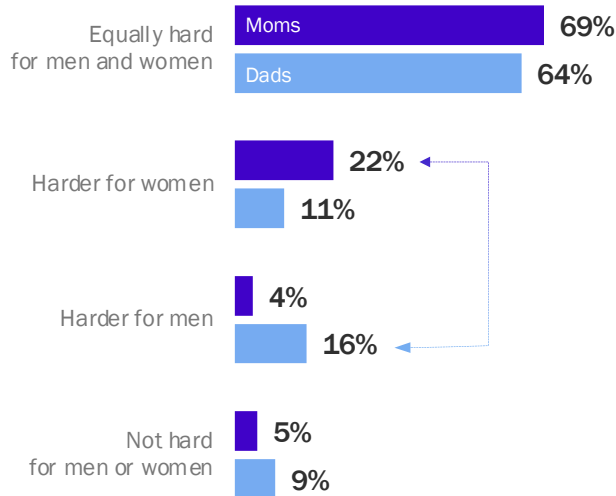


To cope, **Moms** tend to seek **more informal sources of self-care**, while Dads are more likely to turn to formal ones.

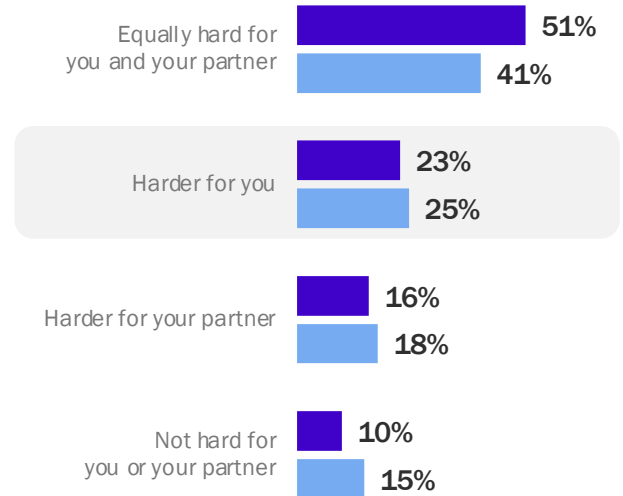


Reflecting on the pandemic, **Moms are twice as likely than Dads to say the pandemic has been harder for women** whereas **Dads are four times as likely than Moms to say the pandemic has been harder for men**. Interestingly, nearly equal numbers of **Moms and Dads say the pandemic has been harder on them rather than their partner**.

Looking back on the past 2 years, generally speaking, do you think the pandemic has been...



And thinking about your personal situation, do you think the pandemic has been...



When it comes to improvements to make things easier on working parents, **Moms and Dads are not always on the same page.**

Make it more **socially acceptable for men to rearrange their work schedule** so they can play a more prominent role in child-related responsibilities



Pay child care workers more to help with provider shortages



Allow and **encourage employees to work from home more often**



Employer-provided child care reimbursements to help employees pay for child care



Provide an open dialogue in work environments for employees to **talk about how parenthood affects their work and their life**



Changes shown above are the ones with the biggest support gap between moms and dads





Methodology

Benenson Strategy Group conducted 1,881 online interviews of Americans nationwide, ages 18 and older. The survey was fielded from April 14-20, 2022. The margin of error on the entire data set is $\pm 2.2\%$ at the 95% confidence interval. The survey includes 806 interviews with moms who have kids under the age of 18 with a margin of error of $\pm 3.4\%$ at the 95% confidence interval. The data was weighted to reflect U.S. Census data to ensure an accurate demographic representation of Americans.

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