



## **Mother's Day 2018 – The Harris Poll**

### **INTRODUCTION**

March of Dimes is committed to leading the fight for the health of all moms and babies. In preparation for their 2018 Mother's Day Campaign, March of Dimes looked to conduct a research survey among moms of young children to uncover what they need in relation to culturally relevant health policies such as maternity leave, workplace rights, community support, prenatal care, etc. The survey, conducted by The Harris Poll for March of Dimes is a key component of the campaign, to inform, educate, and illicit a call to action for others to share their experiences and opinions on what mothers in today's culture need.

### **RESEARCH METHOD**

The Mother's Day Survey was conducted online within the United States by The Harris Poll on behalf of March of Dimes between March 28, 2018 and April 9, 2018 among 1,031 mothers age 25-39 with infants, toddlers and/or preschoolers who have not yet started grade school (ages 0-5). Data are weighted where necessary by age, race/ethnicity, region, education, income, marital status, employment status, household size, and propensity to be online to bring them in line with their actual proportions in the population.

The questionnaire consisted of closed-ended questions (i.e. yes/no, scaled items, single- or multiple-choice type responses) capturing relevant attitudes, perceptions and behaviors of mothers today.

Q700. Which of the following are the most important things a new mother needs? Please select all that apply.

Base: All Qualified Respondents

|  | <u>Total</u>             |
|--|--------------------------|
| Unweighted Base  | 1031                     |
| Weighted Base  | 1031                     |
| <b>SUPPORT (NET)</b>   | <b>857</b><br><b>83%</b> |
| Support from spouse or partner (e.g., emotional, appreciation, sharing of household management, sharing of child rearing responsibilities, etc.)   | 794<br>77%               |
| Support from family and friends (e.g., emotional, providing advice, help with child care, etc.)  | 645<br>63%               |
| Enough money to afford necessities (e.g., diapers, formula, clothing, etc.)  | 804<br>78%               |
| <b>ACCESS TO FAMILY HEALTH CARE (NET)</b>  | <b>797</b><br><b>77%</b> |
| Access to affordable family health care (e.g., insurance coverage, access to health care providers, access to needed medications, etc.)  | 702<br>68%               |
| Access to quality family health care (e.g., insurance coverage, access to health care providers, access to needed medications, etc.)   | 670<br>65%               |
| <b>FAMILY LEAVE (NET)</b>  | <b>726</b><br><b>70%</b> |
| Paid maternity leave   | 683<br>66%               |
| Paid parental leave for spouse or partner  | 508<br>49%               |
| Flexibility at work (e.g., flexible hours, ability to work from home, ability to take time off for prenatal appointments, doctors' visits for you or your child, ability to take time off when your child is sick, etc.) | 708<br>69%               |
| Access to quality and affordable child care  | 659<br>64%               |

Q700. Which of the following are the most important things a new mother needs? Please select all that apply.

Base: All Qualified Respondents

|   | <u>Total</u> |
|---|--------------|
| Weighted Base   | 1031         |
| Help around the house<br>(e.g., with cleaning,<br>chores, etc.)   | 565<br>55%   |
| Access to trustworthy<br>and accurate<br>information/resources  | 525<br>51%   |
| Access to parent<br>groups, such as on<br>social media, meet<br>ups, through hospitals,<br>workout groups, etc. | 324<br>31%   |
| Other   | 9<br>1%      |
| Sigma   | 7595<br>736% |

Q705. How much do you agree or disagree with each of the following statements?

SUMMARY OF AGREE

Base: All Qualified Respondents

|   | <u>Total</u> |
|---|--------------|
| Unweighted Base   | 1031         |
| Weighted Base   | 1031         |
| Moms in the United States need better access to affordable health care (e.g., insurance coverage, access to health care providers, access to needed medications, etc.) for themselves and their children. | 936<br>91%   |
| Maternity/parental leave needs immediate improvement in the United States.  | 931<br>90%   |
| Access to quality prenatal and child health care (e.g., insurance coverage, access to health care providers, access to needed medications, etc.) should be a right, not a privilege.                      | 917<br>89%   |
| I wish prenatal care was of higher importance to policy makers.   | 909<br>88%   |
| When making health insurance decisions, prenatal care benefits were extremely important to me.  | 907<br>88%   |
| Maternal and child health care needs immediate improvement in the United States.  | 894<br>87%   |
| Current policies in the United States on maternity leave make life harder on new babies and new moms.   | 887<br>86%   |
| I wish there was more trustworthy and accurate information/resources on prenatal and child health.  | 851<br>83%   |

Q705. How much do you agree or disagree with each of the following statements?

SUMMARY OF STRONGLY AGREE

Base: All Qualified Respondents

|   | <u>Total</u> |
|---|--------------|
| Unweighted Base   | 1031         |
| Weighted Base   | 1031         |
| Maternity/parental leave needs immediate improvement in the United States.  | 664<br>64%   |
| Moms in the United States need better access to affordable health care (e.g., insurance coverage, access to health care providers, access to needed medications, etc.) for themselves and their children. | 652<br>63%   |
| Access to quality prenatal and child health care (e.g., insurance coverage, access to health care providers, access to needed medications, etc.) should be a right, not a privilege.                      | 621<br>60%   |
| I wish prenatal care was of higher importance to policy makers.   | 572<br>55%   |
| When making health insurance decisions, prenatal care benefits were extremely important to me.  | 550<br>53%   |
| Current policies in the United States on maternity leave make life harder on new babies and new moms.   | 539<br>52%   |
| Maternal and child health care needs immediate improvement in the United States.  | 537<br>52%   |
| I wish there was more trustworthy and accurate information/resources on prenatal and child health.  | 405<br>39%   |

Q705\_1. How much do you agree or disagree with each of the following statements?

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Table 4

1. Maternity/parental leave needs immediate improvement in the United States.

Base: All Qualified Respondents

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 1031         |
| Weighted Base     | 1031         |
| <br>              |              |
| AGREE (NET)       | 931<br>90%   |
| Strongly agree    | 664<br>64%   |
| Somewhat agree    | 267<br>26%   |
| DISAGREE (NET)    | 100<br>10%   |
| Somewhat disagree | 66<br>6%     |
| Strongly disagree | 35<br>3%     |
| Sigma             | 1031<br>100% |

Q705\_2. How much do you agree or disagree with each of the following statements?

2. Maternal and child health care needs immediate improvement in the United States.

Base: All Qualified Respondents

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 1031         |
| Weighted Base     | 1031         |
| AGREE (NET)       | 894<br>87%   |
| Strongly agree    | 537<br>52%   |
| Somewhat agree    | 357<br>35%   |
| DISAGREE (NET)    | 137<br>13%   |
| Somewhat disagree | 97<br>9%     |
| Strongly disagree | 40<br>4%     |
| Sigma             | 1031<br>100% |

Q705\_3. How much do you agree or disagree with each of the following statements?

3. When making health insurance decisions, prenatal care benefits were extremely important to me.

Base: All Qualified Respondents

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 1031         |
| Weighted Base     | 1031         |
| AGREE (NET)       | 907<br>88%   |
| Strongly agree    | 550<br>53%   |
| Somewhat agree    | 357<br>35%   |
| DISAGREE (NET)    | 124<br>12%   |
| Somewhat disagree | 75<br>7%     |
| Strongly disagree | 49<br>5%     |
| Sigma             | 1031<br>100% |



Q705\_4. How much do you agree or disagree with each of the following statements?  
4. Access to quality prenatal and child health care (e.g., insurance coverage, access to health care providers, access to needed medications, etc.) should be a right, not a privilege.

Base: All Qualified Respondents

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 1031         |
| Weighted Base     | 1031         |
| <br>              |              |
| AGREE (NET)       | 917<br>89%   |
| Strongly agree    | 621<br>60%   |
| Somewhat agree    | 296<br>29%   |
| DISAGREE (NET)    | 114<br>11%   |
| Somewhat disagree | 66<br>6%     |
| Strongly disagree | 48<br>5%     |
| Sigma             | 1031<br>100% |

Q705\_5. How much do you agree or disagree with each of the following statements?

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Table 8

5. I wish prenatal care was of higher importance to policy makers.

Base: All Qualified Respondents

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 1031         |
| Weighted Base     | 1031         |
| AGREE (NET)       | 909<br>88%   |
| Strongly agree    | 572<br>55%   |
| Somewhat agree    | 337<br>33%   |
| DISAGREE (NET)    | 122<br>12%   |
| Somewhat disagree | 83<br>8%     |
| Strongly disagree | 39<br>4%     |
| Sigma             | 1031<br>100% |

Q705\_6. How much do you agree or disagree with each of the following statements?

6. Moms in the United States need better access to affordable health care (e.g., insurance coverage, access to health care providers, access to needed medications, etc.) for themselves and their children.

Base: All Qualified Respondents

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 1031         |
| Weighted Base     | 1031         |
| AGREE (NET)       | 936<br>91%   |
| Strongly agree    | 652<br>63%   |
| Somewhat agree    | 284<br>28%   |
| DISAGREE (NET)    | 95<br>9%     |
| Somewhat disagree | 54<br>5%     |
| Strongly disagree | 41<br>4%     |
| Sigma             | 1031<br>100% |

Q705\_7. How much do you agree or disagree with each of the following statements?

7. Current policies in the United States on maternity leave make life harder on new babies and new moms.

Base: All Qualified Respondents

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 1031         |
| Weighted Base     | 1031         |
| <br>              |              |
| AGREE (NET)       | 887<br>86%   |
| Strongly agree    | 539<br>52%   |
| Somewhat agree    | 348<br>34%   |
| DISAGREE (NET)    | 144<br>14%   |
| Somewhat disagree | 111<br>11%   |
| Strongly disagree | 32<br>3%     |
| Sigma             | 1031<br>100% |

Q705\_8. How much do you agree or disagree with each of the following statements?

8. I wish there was more trustworthy and accurate information/resources on prenatal and child health.

Base: All Qualified Respondents

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 1031         |
| Weighted Base     | 1031         |
| <br>              |              |
| AGREE (NET)       | 851<br>83%   |
| Strongly agree    | 405<br>39%   |
| Somewhat agree    | 446<br>43%   |
| DISAGREE (NET)    | 180<br>17%   |
| Somewhat disagree | 135<br>13%   |
| Strongly disagree | 45<br>4%     |
| Sigma             | 1031<br>100% |

Q800. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.

SUMMARY OF AT LEAST SOMEWHAT IMPORTANT

Base: All Qualified Respondents

|   | <u>Total</u> |
|---|--------------|
| Unweighted Base   | 1031         |
| Weighted Base   | 1031         |
| Work flexibility (e.g., flexible hours, ability to work from home, ability to take time off for prenatal appointments, doctors' visits for you or your child, ability to take time off when your child is sick, etc.) | 1021<br>99%  |
| Affordable and quality insurance coverage for expectant mothers and children  | 1018<br>99%  |
| Having a supportive and understanding boss and employer during pregnancy and maternity leave  | 1015<br>98%  |
| Paid maternity leave  | 1009<br>98%  |
| Comfortable locations for moms to breastfeed/pump   | 980<br>95%   |
| Paid parental leave for spouse or partner   | 974<br>94%   |
| Providing assistance with child care (e.g., funds to help cover, on-site child care, etc.)  | 928<br>90%   |

Q800. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.

SUMMARY OF VERY IMPORTANT / ABSOLUTELY ESSENTIAL

Base: All Qualified Respondents

|   | <u>Total</u> |
|---|--------------|
| Unweighted Base   | 1031         |
| Weighted Base   | 1031         |
| Affordable and quality insurance coverage for expectant mothers and children  | 912<br>88%   |
| Having a supportive and understanding boss and employer during pregnancy and maternity leave  | 902<br>87%   |
| Work flexibility (e.g., flexible hours, ability to work from home, ability to take time off for prenatal appointments, doctors' visits for you or your child, ability to take time off when your child is sick, etc.) | 893<br>87%   |
| Paid maternity leave  | 883<br>86%   |
| Comfortable locations for moms to breastfeed/pump   | 818<br>79%   |
| Paid parental leave for spouse or partner   | 751<br>73%   |
| Providing assistance with child care (e.g., funds to help cover, on-site child care, etc.)  | 673<br>65%   |

Q800. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.

SUMMARY OF ABSOLUTELY ESSENTIAL

Base: All Qualified Respondents

|   | <u>Total</u> |
|---|--------------|
| Unweighted Base   | 1031         |
| Weighted Base   | 1031         |
| <br>  |              |
| Affordable and quality insurance coverage for expectant mothers and children  | 621<br>60%   |
| Paid maternity leave  | 618<br>60%   |
| Having a supportive and understanding boss and employer during pregnancy and maternity leave  | 571<br>55%   |
| Work flexibility (e.g., flexible hours, ability to work from home, ability to take time off for prenatal appointments, doctors' visits for you or your child, ability to take time off when your child is sick, etc.) | 546<br>53%   |
| Comfortable locations for moms to breastfeed/pump   | 490<br>48%   |
| Paid parental leave for spouse or partner   | 434<br>42%   |
| Providing assistance with child care (e.g., funds to help cover, on-site child care, etc.)  | 334<br>32%   |



Q800\_1. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.

1. Paid maternity leave

Base: All Qualified Respondents

|  | <u>Total</u> |
|--|--------------|
| Unweighted Base  | 1031         |
| Weighted Base  | 1031         |
| AT LEAST<br>SOMEWHAT<br>IMPORTANT (NET)                  | 1009<br>98%  |
| VERY IMPORTANT /<br>ABSOLUTELY<br>ESSENTIAL<br>(SUB-NET) | 883<br>86%   |
| Absolutely essential                                     | 618<br>60%   |
| Very important   | 265<br>26%   |
| Somewhat important                                       | 126<br>12%   |
| NOT AT ALL / NOT<br>VERY IMPORTANT<br>(NET)              | 22<br>2%     |
| Not very important                                       | 14<br>1%     |
| Not at all important                                     | 8<br>1%      |
| Sigma  | 1031<br>100% |

Q800\_2. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.

2. Paid parental leave for spouse or partner

Base: All Qualified Respondents

|  | <u>Total</u> |
|--|--------------|
| Unweighted Base  | 1031         |
| Weighted Base  | 1031         |
| AT LEAST<br>SOMEWHAT<br>IMPORTANT (NET)                  | 974<br>94%   |
| VERY IMPORTANT /<br>ABSOLUTELY<br>ESSENTIAL<br>(SUB-NET) | 751<br>73%   |
| Absolutely essential                                     | 434<br>42%   |
| Very important   | 317<br>31%   |
| Somewhat important                                       | 223<br>22%   |
| NOT AT ALL / NOT<br>VERY IMPORTANT<br>(NET)              | 58<br>6%     |
| Not very important                                       | 45<br>4%     |
| Not at all important                                     | 12<br>1%     |
| Sigma  | 1031<br>100% |

Q800\_3. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.

3. Comfortable locations for moms to breastfeed/pump

Base: All Qualified Respondents

|  | <u>Total</u> |
|--|--------------|
| Unweighted Base  | 1031         |
| Weighted Base  | 1031         |
| AT LEAST<br>SOMEWHAT<br>IMPORTANT (NET)                  | 980<br>95%   |
| VERY IMPORTANT /<br>ABSOLUTELY<br>ESSENTIAL<br>(SUB-NET) | 818<br>79%   |
| Absolutely essential                                     | 490<br>48%   |
| Very important   | 328<br>32%   |
| Somewhat important                                       | 162<br>16%   |
| NOT AT ALL / NOT<br>VERY IMPORTANT<br>(NET)              | 51<br>5%     |
| Not very important                                       | 40<br>4%     |
| Not at all important                                     | 10<br>1%     |
| Sigma  | 1031<br>100% |

Q800\_4. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.

4. Affordable and quality insurance coverage for expectant mothers and children

Base: All Qualified Respondents

|  | <u>Total</u> |
|--|--------------|
| Unweighted Base  | 1031         |
| Weighted Base  | 1031         |
| AT LEAST<br>SOMEWHAT<br>IMPORTANT (NET)                  | 1018<br>99%  |
| VERY IMPORTANT /<br>ABSOLUTELY<br>ESSENTIAL<br>(SUB-NET) | 912<br>88%   |
| Absolutely essential                                     | 621<br>60%   |
| Very important   | 292<br>28%   |
| Somewhat important                                       | 106<br>10%   |
| NOT AT ALL / NOT<br>VERY IMPORTANT<br>(NET)              | 13<br>1%     |
| Not very important                                       | 12<br>1%     |
| Not at all important                                     | 1<br>*       |
| Sigma  | 1031<br>100% |

Q800\_5. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.

5. Work flexibility (e.g., flexible hours, ability to work from home, ability to take time off for prenatal appointments, doctors' visits for you or your child, ability to take time off when your child is sick, etc.)

Base: All Qualified Respondents

|  | <u>Total</u> |
|--|--------------|
| Unweighted Base  | 1031         |
| Weighted Base  | 1031         |
| AT LEAST<br>SOMEWHAT<br>IMPORTANT (NET)                  | 1021<br>99%  |
| VERY IMPORTANT /<br>ABSOLUTELY<br>ESSENTIAL<br>(SUB-NET) | 893<br>87%   |
| Absolutely essential                                     | 546<br>53%   |
| Very important   | 346<br>34%   |
| Somewhat important                                       | 129<br>12%   |
| NOT AT ALL / NOT<br>VERY IMPORTANT<br>(NET)              | 10<br>1%     |
| Not very important                                       | 10<br>1%     |
| Not at all important                                     | -<br>-       |
| Sigma  | 1031<br>100% |

Q800\_6. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.

6. Providing assistance with child care (e.g., funds to help cover, on-site child care, etc.)

Base: All Qualified Respondents

|  | <u>Total</u> |
|--|--------------|
| Unweighted Base  | 1031         |
| Weighted Base  | 1031         |
| AT LEAST<br>SOMEWHAT<br>IMPORTANT (NET)                  | 928<br>90%   |
| VERY IMPORTANT /<br>ABSOLUTELY<br>ESSENTIAL<br>(SUB-NET) | 673<br>65%   |
| Absolutely essential                                     | 334<br>32%   |
| Very important   | 339<br>33%   |
| Somewhat important                                       | 255<br>25%   |
| NOT AT ALL / NOT<br>VERY IMPORTANT<br>(NET)              | 103<br>10%   |
| Not very important                                       | 83<br>8%     |
| Not at all important                                     | 20<br>2%     |
| Sigma  | 1031<br>100% |

Q800\_7. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.

7. Having a supportive and understanding boss and employer during pregnancy and maternity leave

Base: All Qualified Respondents

|  | <u>Total</u> |
|--|--------------|
| Unweighted Base  | 1031         |
| Weighted Base  | 1031         |
| AT LEAST<br>SOMEWHAT<br>IMPORTANT (NET)                  | 1015<br>98%  |
| VERY IMPORTANT /<br>ABSOLUTELY<br>ESSENTIAL<br>(SUB-NET) | 902<br>87%   |
| Absolutely essential                                     | 571<br>55%   |
| Very important   | 331<br>32%   |
| Somewhat important                                       | 113<br>11%   |
| NOT AT ALL / NOT<br>VERY IMPORTANT<br>(NET)              | 16<br>2%     |
| Not very important                                       | 14<br>1%     |
| Not at all important                                     | 2<br>*       |
| Sigma  | 1031<br>100% |

Q805. How much do you agree or disagree with each of the following statements about the impacts of parenting on your work or career?

SUMMARY OF AGREE

Base: Varies

|  | <u>Total</u> |
|--|--------------|
| Managing my work/life balance has become more difficult since having children. [asked only of employed moms] | 526<br>84%   |
| My employer is very understanding of family needs. [asked only of employed moms]                             | 516<br>82%   |
| People understand how difficult it is to be a working mom.   | 571<br>55%   |
| My career has been set back due to having children.  | 562<br>54%   |
| My career impacted my decisions about when to have children.   | 485<br>47%   |
| I feel I would be more successful in my career if I did not have children.                                   | 480<br>47%   |
| My career impacted my decisions about how many children to have.   | 475<br>46%   |



Q805\_1. How much do you agree or disagree with each of the following statements about the impacts of parenting on your work or career?

1. My employer is very understanding of family needs. [asked only of employed moms]

Base: Employed Moms

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 521          |
| Weighted Base     | 628          |
| <br>              |              |
| AGREE (NET)       | 516<br>82%   |
| Strongly agree    | 281<br>45%   |
| Somewhat agree    | 236<br>37%   |
| DISAGREE (NET)    | 112<br>18%   |
| Somewhat disagree | 80<br>13%    |
| Strongly disagree | 32<br>5%     |
| Sigma             | 628<br>100%  |

Q805\_2. How much do you agree or disagree with each of the following statements about the impacts of parenting on your work or career?

2. Managing my work/life balance has become more difficult since having children. [asked only of employed moms]

Base: Employed Moms

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 521          |
| Weighted Base     | 628          |
| AGREE (NET)       | 526<br>84%   |
| Strongly agree    | 262<br>42%   |
| Somewhat agree    | 264<br>42%   |
| DISAGREE (NET)    | 102<br>16%   |
| Somewhat disagree | 68<br>11%    |
| Strongly disagree | 34<br>5%     |
| Sigma             | 628<br>100%  |

Q805\_3. How much do you agree or disagree with each of the following statements about the impacts of parenting on your work or career?

3. My career has been set back due to having children.

Base: All Qualified Respondents

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 1031         |
| Weighted Base     | 1031         |
| <br>              |              |
| AGREE (NET)       | 562<br>54%   |
| Strongly agree    | 298<br>29%   |
| Somewhat agree    | 264<br>26%   |
| DISAGREE (NET)    | 388<br>38%   |
| Somewhat disagree | 177<br>17%   |
| Strongly disagree | 211<br>20%   |
| Not applicable    | 82<br>8%     |
| Sigma             | 1031<br>100% |

Q805\_4. How much do you agree or disagree with each of the following statements about the impacts of parenting on your work or career?

4. People understand how difficult it is to be a working mom.

Base: All Qualified Respondents

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 1031         |
| Weighted Base     | 1031         |
| <br>              |              |
| AGREE (NET)       | 571<br>55%   |
| Strongly agree    | 214<br>21%   |
| Somewhat agree    | 358<br>35%   |
| DISAGREE (NET)    | 460<br>45%   |
| Somewhat disagree | 280<br>27%   |
| Strongly disagree | 180<br>17%   |
| Sigma             | 1031<br>100% |

Q805\_5. How much do you agree or disagree with each of the following statements about the impacts of parenting on your work or career?

1 May 2018  
Table 27

5. My career impacted my decisions about when to have children.

Base: All Qualified Respondents

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 1031         |
| Weighted Base     | 1031         |
| <br>              |              |
| AGREE (NET)       | 485<br>47%   |
| Strongly agree    | 263<br>25%   |
| Somewhat agree    | 223<br>22%   |
| DISAGREE (NET)    | 447<br>43%   |
| Somewhat disagree | 190<br>18%   |
| Strongly disagree | 257<br>25%   |
| Not applicable    | 99<br>10%    |
| Sigma             | 1031<br>100% |

Q805\_6. How much do you agree or disagree with each of the following statements about the impacts of parenting on your work or career?

6. My career impacted my decisions about how many children to have.

Base: All Qualified Respondents

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 1031         |
| Weighted Base     | 1031         |
| <br>              |              |
| AGREE (NET)       | 475<br>46%   |
| Strongly agree    | 218<br>21%   |
| Somewhat agree    | 257<br>25%   |
| DISAGREE (NET)    | 450<br>44%   |
| Somewhat disagree | 180<br>17%   |
| Strongly disagree | 270<br>26%   |
| Not applicable    | 106<br>10%   |
| Sigma             | 1031<br>100% |

Q805\_7. How much do you agree or disagree with each of the following statements about the impacts of parenting on your work or career?

7. I feel I would be more successful in my career if I did not have children.

Base: All Qualified Respondents

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 1031         |
| Weighted Base     | 1031         |
| <br>              |              |
| AGREE (NET)       | 480<br>47%   |
| Strongly agree    | 225<br>22%   |
| Somewhat agree    | 255<br>25%   |
| DISAGREE (NET)    | 469<br>45%   |
| Somewhat disagree | 162<br>16%   |
| Strongly disagree | 306<br>30%   |
| Not applicable    | 83<br>8%     |
| Sigma             | 1031<br>100% |

Q810. Since having (a child/children), have you made any of the following changes? Please select all that apply.

Base: Employed Moms

|   | <u>Total</u> |
|---|--------------|
| Unweighted Base   | 521          |
| Weighted Base   | 628          |
| ANY CHANGE (NET)  | 471<br>75%   |
| Flexible work schedule                                    | 240<br>38%   |
| Reduced my work hours (e.g., full time to part time work) | 207<br>33%   |
| Changed jobs  | 198<br>32%   |
| Started working remotely (exclusively or more frequently) | 143<br>23%   |
| None of these   | 157<br>25%   |
| Sigma   | 945<br>150%  |



Q815. Thinking of your youngest child, did/Did you take maternity leave after your child was born?

Base: All Qualified Respondents

|  | <u>Total</u> |
|--|--------------|
| Unweighted Base  | 1031         |
| Weighted Base  | 1031         |
| YES (NET)  | 669<br>65%   |
| Yes, and I received<br>pay from my<br>employer and/or the<br>state | 373<br>36%   |
| Yes, but I did not<br>receive any pay                              | 320<br>31%   |
| No   | 147<br>14%   |
| Not applicable   | 216<br>21%   |
| Sigma  | 1055<br>102% |

Q815. Thinking of your youngest child, did/Did you take maternity leave after your child was born?

Base: Did not Select NA

|  | <u>Total</u> |
|--|--------------|
| Unweighted Base  | 767          |
| Weighted Base  | 816          |
| YES (NET)  | 669<br>82%   |
| Yes, and I received<br>pay from my<br>employer and/or the<br>state | 373<br>46%   |
| Yes, but I did not<br>receive any pay                              | 320<br>39%   |
| No   | 147<br>18%   |
| Sigma  | 840<br>103%  |

Q820. How satisfied were you with the following aspects of maternity leave?

SUMMARY OF SATISFIED

Base: Took Maternity Leave for Youngest Child

|  | <u>Total</u> |
|--|--------------|
| Unweighted Base  | 601          |
| Weighted Base  | 669          |
| My ability to come back to my position after maternity leave.                                    | 549<br>82%   |
| Ability to communicate and explain maternity benefits.   | 385<br>58%   |
| Sharing of helpful information and resources to support my pregnancy and journey into parenthood | 385<br>58%   |
| The amount of time I was able to take for maternity leave.                                       | 360<br>54%   |
| The company policy overall   | 347<br>52%   |
| The amount of pay I received while I was out for maternity leave.                                | 291<br>44%   |

Q820\_1. How satisfied were you with the following aspects of maternity leave?

1. The company policy overall

Base: Took Maternity Leave for Youngest Child

|                       | <u>Total</u> |
|-----------------------|--------------|
| Unweighted Base       | 601          |
| Weighted Base         | 669          |
| SATISFIED (NET)       | 347<br>52%   |
| Very satisfied        | 113<br>17%   |
| Somewhat satisfied    | 234<br>35%   |
| DISSATISFIED (NET)    | 322<br>48%   |
| Somewhat dissatisfied | 169<br>25%   |
| Very dissatisfied     | 152<br>23%   |
| Sigma                 | 669<br>100%  |

Q820\_2. How satisfied were you with the following aspects of maternity leave?

2. The amount of time I was able to take for maternity leave.

Base: Took Maternity Leave for Youngest Child

|                       | <u>Total</u> |
|-----------------------|--------------|
| Unweighted Base       | 601          |
| Weighted Base         | 669          |
| SATISFIED (NET)       | 360<br>54%   |
| Very satisfied        | 159<br>24%   |
| Somewhat satisfied    | 202<br>30%   |
| DISSATISFIED (NET)    | 308<br>46%   |
| Somewhat dissatisfied | 135<br>20%   |
| Very dissatisfied     | 174<br>26%   |
| Sigma                 | 669<br>100%  |

Q820\_3. How satisfied were you with the following aspects of maternity leave?

3. The amount of pay I received while I was out for maternity leave.

Base: Took Maternity Leave for Youngest Child

|                       | <u>Total</u> |
|-----------------------|--------------|
| Unweighted Base       | 601          |
| Weighted Base         | 669          |
| SATISFIED (NET)       | 291<br>44%   |
| Very satisfied        | 117<br>18%   |
| Somewhat satisfied    | 174<br>26%   |
| DISSATISFIED (NET)    | 377<br>56%   |
| Somewhat dissatisfied | 110<br>16%   |
| Very dissatisfied     | 267<br>40%   |
| Sigma                 | 669<br>100%  |

Q820\_4. How satisfied were you with the following aspects of maternity leave?

4. My ability to come back to my position after maternity leave.

Base: Took Maternity Leave for Youngest Child

|                       | <u>Total</u> |
|-----------------------|--------------|
| Unweighted Base       | 601          |
| Weighted Base         | 669          |
| SATISFIED (NET)       | 549<br>82%   |
| Very satisfied        | 314<br>47%   |
| Somewhat satisfied    | 236<br>35%   |
| DISSATISFIED (NET)    | 119<br>18%   |
| Somewhat dissatisfied | 58<br>9%     |
| Very dissatisfied     | 61<br>9%     |
| Sigma                 | 669<br>100%  |

Q820\_5. How satisfied were you with the following aspects of maternity leave?

5. Ability to communicate and explain maternity benefits.

Base: Took Maternity Leave for Youngest Child

|                       | <u>Total</u> |
|-----------------------|--------------|
| Unweighted Base       | 601          |
| Weighted Base         | 669          |
| SATISFIED (NET)       | 385<br>58%   |
| Very satisfied        | 127<br>19%   |
| Somewhat satisfied    | 258<br>39%   |
| DISSATISFIED (NET)    | 284<br>42%   |
| Somewhat dissatisfied | 191<br>29%   |
| Very dissatisfied     | 92<br>14%    |
| Sigma                 | 669<br>100%  |



Q820\_6. How satisfied were you with the following aspects of maternity leave?

6. Sharing of helpful information and resources to support my pregnancy and journey into parenthood

Base: Took Maternity Leave for Youngest Child

|                       | <u>Total</u> |
|-----------------------|--------------|
| Unweighted Base       | 601          |
| Weighted Base         | 669          |
| SATISFIED (NET)       | 385<br>58%   |
| Very satisfied        | 130<br>19%   |
| Somewhat satisfied    | 255<br>38%   |
| DISSATISFIED (NET)    | 284<br>42%   |
| Somewhat dissatisfied | 161<br>24%   |
| Very dissatisfied     | 123<br>18%   |
| Sigma                 | 669<br>100%  |

Q900. What is your biggest wish for new moms this Mother's Day? Please select all that apply.

Base: All Qualified Respondents

|  | <u>Total</u> |
|--|--------------|
| Unweighted Base  | 1031         |
| Weighted Base  | 1031         |
| They are able to have some "Me" time   | 613<br>59%   |
| SUPPORT (NET)  | 599<br>58%   |
| Support from spouse or partner (e.g., emotional, appreciation, sharing of household management, sharing of child rearing responsibilities, etc.)   | 525<br>51%   |
| Support from family and friends (e.g., emotional, providing advice, help with child care, etc.)  | 415<br>40%   |
| They spend a nice day with their family  | 544<br>53%   |
| Help around the house (e.g., with cleaning, chores, etc.)  | 504<br>49%   |
| Flexibility at work (e.g., flexible hours, ability to work from home, ability to take time off for prenatal appointments, doctors' visits for mother and child, ability to take time off when their child is sick, etc.) | 398<br>39%   |
| Paid family leave (i.e., maternity or parental leave)  | 389<br>38%   |
| Access to better and affordable child care   | 330<br>32%   |
| They get a massage or spa treatment  | 323<br>31%   |
| Access to better and affordable family health care (e.g., insurance coverage, access to health care providers, access to needed medications, etc.)   | 307<br>30%   |
| More comfortable places to breastfeed/pump in public/at work   | 242<br>23%   |

Q900. What is your biggest wish for new moms this Mother's Day? Please select all that apply.

Base: All Qualified Respondents

|   | <u>Total</u> |
|---|--------------|
| Weighted Base   | 1031         |
| They get something they have been wanting (e.g., jewelry, new clothes, etc.)                        | 229<br>22%   |
| They get flowers and chocolates   | 208<br>20%   |
| Access to more trustworthy and accurate information/resources on prenatal and child health          | 189<br>18%   |
| Access to parent groups, such as on social media, meet ups, through hospitals, workout groups, etc. | 135<br>13%   |
| Other   | 13<br>1%     |
| Sigma   | 5364<br>520% |

Q905. How much do you agree or disagree with each of the following statements about Mother's Day?

SUMMARY OF AGREE

Base: All Qualified Respondents

|  | <u>Total</u> |
|--|--------------|
| Unweighted Base  | 1031         |
| Weighted Base  | 1031         |
| Mother's Day should be focused on supporting all aspects of moms' lives. | 977<br>95%   |
| Mother's Day should be about supporting moms, not about gifts.           | 949<br>92%   |
| I wish I had more support year-round, not just on Mother's Day.          | 881<br>85%   |

Q905. How much do you agree or disagree with each of the following statements about Mother's Day?

SUMMARY OF STRONGLY AGREE

Base: All Qualified Respondents

|  | <u>Total</u> |
|--|--------------|
| Unweighted Base  | 1031         |
| Weighted Base  | 1031         |
| Mother's Day should be focused on supporting all aspects of moms' lives. | 645<br>63%   |
| Mother's Day should be about supporting moms, not about gifts.           | 546<br>53%   |
| I wish I had more support year-round, not just on Mother's Day.          | 511<br>50%   |

Q905\_1. How much do you agree or disagree with each of the following statements about Mother's Day?

1. Mother's Day should be focused on supporting all aspects of moms' lives.

Base: All Qualified Respondents

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 1031         |
| Weighted Base     | 1031         |
| AGREE (NET)       | 977<br>95%   |
| Strongly agree    | 645<br>63%   |
| Somewhat agree    | 333<br>32%   |
| DISAGREE (NET)    | 54<br>5%     |
| Somewhat disagree | 38<br>4%     |
| Strongly disagree | 16<br>2%     |
| Sigma             | 1031<br>100% |

Q905\_2. How much do you agree or disagree with each of the following statements about Mother's Day?

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2. Mother's Day should be about supporting moms, not about gifts.

Base: All Qualified Respondents

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 1031         |
| Weighted Base     | 1031         |
| AGREE (NET)       | 949<br>92%   |
| Strongly agree    | 546<br>53%   |
| Somewhat agree    | 403<br>39%   |
| DISAGREE (NET)    | 82<br>8%     |
| Somewhat disagree | 68<br>7%     |
| Strongly disagree | 14<br>1%     |
| Sigma             | 1031<br>100% |

Q905\_3. How much do you agree or disagree with each of the following statements about Mother's Day?

3. I wish I had more support year-round, not just on Mother's Day.

Base: All Qualified Respondents

|                   | <u>Total</u> |
|-------------------|--------------|
| Unweighted Base   | 1031         |
| Weighted Base     | 1031         |
| AGREE (NET)       | 881<br>85%   |
| Strongly agree    | 511<br>50%   |
| Somewhat agree    | 370<br>36%   |
| DISAGREE (NET)    | 151<br>15%   |
| Somewhat disagree | 101<br>10%   |
| Strongly disagree | 50<br>5%     |
| Sigma             | 1031<br>100% |



|    |    |  |
|----|----|--|
| 1  | 1  | Q700. Which of the following are the most important things a new mother needs? Please select all that apply.   |
| 3  | 2  | Q705. How much do you agree or disagree with each of the following statements?<br>SUMMARY OF AGREE   |
| 4  | 3  | Q705. How much do you agree or disagree with each of the following statements?<br>SUMMARY OF STRONGLY AGREE  |
| 5  | 4  | Q705_1. How much do you agree or disagree with each of the following statements?<br>1. Maternity/parental leave needs immediate improvement in the United States.  |
| 6  | 5  | Q705_2. How much do you agree or disagree with each of the following statements?<br>2. Maternal and child health care needs immediate improvement in the United States.  |
| 7  | 6  | Q705_3. How much do you agree or disagree with each of the following statements?<br>3. When making health insurance decisions, prenatal care benefits were extremely important to me.  |
| 8  | 7  | Q705_4. How much do you agree or disagree with each of the following statements?<br>4. Access to quality prenatal and child health care (e.g., insurance coverage, access to health care providers, access to needed medications, etc.) should be a right, not a privilege.  |
| 9  | 8  | Q705_5. How much do you agree or disagree with each of the following statements?<br>5. I wish prenatal care was of higher importance to policy makers.   |
| 10 | 9  | Q705_6. How much do you agree or disagree with each of the following statements?<br>6. Moms in the United States need better access to affordable health care (e.g., insurance coverage, access to health care providers, access to needed medications, etc.) for themselves and their children.   |
| 11 | 10 | Q705_7. How much do you agree or disagree with each of the following statements?<br>7. Current policies in the United States on maternity leave make life harder on new babies and new moms.   |
| 12 | 11 | Q705_8. How much do you agree or disagree with each of the following statements?<br>8. I wish there was more trustworthy and accurate information/resources on prenatal and child health.  |
| 13 | 12 | Q800. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.<br>SUMMARY OF AT LEAST SOMEWHAT IMPORTANT   |
| 14 | 13 | Q800. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.<br>SUMMARY OF VERY IMPORTANT / ABSOLUTELY ESSENTIAL   |
| 15 | 14 | Q800. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.<br>SUMMARY OF ABSOLUTELY ESSENTIAL  |
| 16 | 15 | Q800_1. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.<br>1. Paid maternity leave  |
| 17 | 16 | Q800_2. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.<br>2. Paid parental leave for spouse or partner   |
| 18 | 17 | Q800_3. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.<br>3. Comfortable locations for moms to breastfeed/pump   |
| 19 | 18 | Q800_4. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.<br>4. Affordable and quality insurance coverage for expectant mothers and children  |
| 20 | 19 | Q800_5. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.<br>5. Work flexibility (e.g., flexible hours, ability to work from home, ability to take time off for prenatal appointments, doctors' visits for you or your child, ability to take time off when your child is sick, etc.) |
| 21 | 20 | Q800_6. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.<br>6. Providing assistance with child care (e.g., funds to help cover, on-site child care, etc.)  |
| 22 | 21 | Q800_7. Turning to employer provided benefits and services, how important is it for employers to do or offer each of the following? Even if you are not currently working, we still want to hear your opinion.<br>7. Having a supportive and understanding boss and employer during pregnancy and maternity leave  |
| 23 | 22 | Q805. How much do you agree or disagree with each of the following statements about the impacts of parenting on your work or career?<br>SUMMARY OF AGREE   |
| 24 | 23 | Q805_1. How much do you agree or disagree with each of the following statements about the impacts of parenting on your work or career?<br>1. My employer is very understanding of family needs. [asked only of employed moms]  |
| 25 | 24 | Q805_2. How much do you agree or disagree with each of the following statements about the impacts of parenting on your work or career?<br>2. Managing my work/life balance has become more difficult since having children. [asked only of employed moms]  |
| 26 | 25 | Q805_3. How much do you agree or disagree with each of the following statements about the impacts of parenting on your work or career?<br>3. My career has been set back due to having children.   |

|    |    |   |
|----|----|---|
| 27 | 26 | Q805_4. How much do you agree or disagree with each of the following statements about the impacts of parenting on your work or career?<br>4. People understand how difficult it is to be a working mom.                 |
| 28 | 27 | Q805_5. How much do you agree or disagree with each of the following statements about the impacts of parenting on your work or career?<br>5. My career impacted my decisions about when to have children.               |
| 29 | 28 | Q805_6. How much do you agree or disagree with each of the following statements about the impacts of parenting on your work or career?<br>6. My career impacted my decisions about how many children to have.           |
| 30 | 29 | Q805_7. How much do you agree or disagree with each of the following statements about the impacts of parenting on your work or career?<br>7. I feel I would be more successful in my career if I did not have children. |
| 31 | 30 | Q810. Since having (a child/children), have you made any of the following changes? Please select all that apply.  |
| 32 | 31 | Q815. Thinking of your youngest child, did/Did you take maternity leave after your child was born?  |
| 33 | 32 | Q815. Thinking of your youngest child, did/Did you take maternity leave after your child was born?  |
| 34 | 33 | Q820. How satisfied were you with the following aspects of maternity leave?<br>SUMMARY OF SATISFIED   |
| 35 | 34 | Q820_1. How satisfied were you with the following aspects of maternity leave?<br>1. The company policy overall  |
| 36 | 35 | Q820_2. How satisfied were you with the following aspects of maternity leave?<br>2. The amount of time I was able to take for maternity leave.  |
| 37 | 36 | Q820_3. How satisfied were you with the following aspects of maternity leave?<br>3. The amount of pay I received while I was out for maternity leave.   |
| 38 | 37 | Q820_4. How satisfied were you with the following aspects of maternity leave?<br>4. My ability to come back to my position after maternity leave.   |
| 39 | 38 | Q820_5. How satisfied were you with the following aspects of maternity leave?<br>5. Ability to communicate and explain maternity benefits.  |
| 40 | 39 | Q820_6. How satisfied were you with the following aspects of maternity leave?<br>6. Sharing of helpful information and resources to support my pregnancy and journey into parenthood                                    |
| 41 | 40 | Q900. What is your biggest wish for new moms this Mother's Day? Please select all that apply.   |
| 43 | 41 | Q905. How much do you agree or disagree with each of the following statements about Mother's Day?<br>SUMMARY OF AGREE   |
| 44 | 42 | Q905. How much do you agree or disagree with each of the following statements about Mother's Day?<br>SUMMARY OF STRONGLY AGREE  |
| 45 | 43 | Q905_1. How much do you agree or disagree with each of the following statements about Mother's Day?<br>1. Mother's Day should be focused on supporting all aspects of moms' lives.                                      |
| 46 | 44 | Q905_2. How much do you agree or disagree with each of the following statements about Mother's Day?<br>2. Mother's Day should be about supporting moms, not about gifts.  |
| 47 | 45 | Q905_3. How much do you agree or disagree with each of the following statements about Mother's Day?<br>3. I wish I had more support year-round, not just on Mother's Day.   |