Moms on the "Mother Load":

[Various icons and symbols related to daily activities and responsibilities for mothers]

[Logos and hashtags for Edison Research and ResearchMoms]
Moms on the “Mother Load”: Methodology

- 516 online interviews
- Conducted in Fall 2018
- Mothers age 18-64
- All respondents are mothers or guardians of children age 21 and younger who live in their household
- Data weighted to reflect U.S. population of mothers by age and ethnicity
Moms on the “Mother Load”: Sample Demographics

**Age**
- Age 25-34: 31%
- Age 35-44: 38%
- Age 45-64: 31%

**Race/Ethnicity**
- White: 63%
- African-American: 15%
- Asian: 2%
- Hispanic: 18%
- Other: 2%

**Marital Status**
- Married: 60%
- Living with a partner: 15%
- Single: 13%
- Separated/Divorced/Widowed: 12%
- Single: 13%
Moms on the “Mother Load”: Sample Demographics

**Employment Status**
- Employed full-time: 35%
- Employed part-time: 13%
- Not currently employed: 46%
- Other: 6%

**Number of full-time working parents in household**
- One: 51%
- Two: 22%
- None: 27%

**Co-Parent Status**
- Co-parent with someone else: 78%
- Single parent: 22%
Mom’s Mental Load
Overall, who handles the responsibilities regarding your children?

- Mom handles all
  - 41%
- Mom handles majority
  - 43%
- Mom splits evenly with other parent
  - 15%
- Mom only helps
  - 1%

87% of moms who handle all or majority of the parenting responsibilities:
- 87% of moms who work full-time
- 83% of moms who are home
Mom’s “Mother Load”
Who is primarily responsible for each task?

Mom is primarily responsible

Mom shares task evenly with someone else

Someone else is primarily responsible
<table>
<thead>
<tr>
<th>Task</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making children's doctor appointments</td>
<td>89</td>
</tr>
<tr>
<td>Filling out school/activity forms</td>
<td>87</td>
</tr>
<tr>
<td>Organizing playdates</td>
<td>85</td>
</tr>
<tr>
<td>Arranging childcare</td>
<td>83</td>
</tr>
<tr>
<td>Managing family calendar</td>
<td>82</td>
</tr>
<tr>
<td>Bringing children to doctor/dentist</td>
<td>78</td>
</tr>
<tr>
<td>Preparing meals</td>
<td>77</td>
</tr>
<tr>
<td>Buying cards/gifts for others</td>
<td>76</td>
</tr>
<tr>
<td>Packing children's items for outings/vacation</td>
<td>75</td>
</tr>
<tr>
<td>Grocery shopping</td>
<td>75</td>
</tr>
<tr>
<td>Laundry</td>
<td>74</td>
</tr>
<tr>
<td>Assigning household chores</td>
<td>74</td>
</tr>
<tr>
<td>Planning children's birthday parties</td>
<td>72</td>
</tr>
<tr>
<td>Shopping for your children</td>
<td>72</td>
</tr>
<tr>
<td>Helping with schoolwork</td>
<td>72</td>
</tr>
</tbody>
</table>

Base: Gave an answer
% of Moms who at least share the tasks with others:

- Making children's doctor appointments: 89% mom is primarily responsible, 9% mom shares task evenly with someone else.
- Filling out school/activity forms: 87% mom is primarily responsible, 11% mom shares task evenly with someone else.
- Organizing playdates: 85% mom is primarily responsible, 13% mom shares task evenly with someone else.
- Arranging childcare: 83% mom is primarily responsible, 15% mom shares task evenly with someone else.
- Managing family calendar: 82% mom is primarily responsible, 15% mom shares task evenly with someone else.
- Bringing children to doctor/dentist: 78% mom is primarily responsible, 19% mom shares task evenly with someone else.
- Preparing meals: 77% mom is primarily responsible, 22% mom shares task evenly with someone else.
- Buying cards/gifts for others: 76% mom is primarily responsible, 23% mom shares task evenly with someone else.
- Packing children's items for outings/vacation: 75% mom is primarily responsible, 20% mom shares task evenly with someone else.
- Grocery shopping: 75% mom is primarily responsible, 23% mom shares task evenly with someone else.
- Laundry: 74% mom is primarily responsible, 23% mom shares task evenly with someone else.
- Assigning household chores: 74% mom is primarily responsible, 25% mom shares task evenly with someone else.
- Planning children's birthday parties: 72% mom is primarily responsible, 24% mom shares task evenly with someone else.
- Shopping for your children: 72% mom is primarily responsible, 26% mom shares task evenly with someone else.
- Helping with schoolwork: 72% mom is primarily responsible, 26% mom shares task evenly with someone else.

Base: Gave an answer
Which of the following best describes you?

Most moms parent with at least one other person

You co-parent with someone else 78%

You are a single parent 22%
Sharing the Load
Moms who co-parent: Demographics

**Age**
- Age 18-34: 33%
- Age 35-44: 38%
- Age 45-64: 29%

**Race/Ethnicity**
- White: 65%
- African-American: 13%
- Asian: 2%
- Other: 2%

**Marital Status**
- Married: 76%
- Single: 3%
- Living with a partner: 18%
- Separated/Divorced/Widowed: 3%

**Employment Status**
- Employed full-time: 33%
- Employed part-time: 12%
- Not currently employed: 51%
- Other: 4%
Percent of Moms who are the primary person responsible for task:

- Making children's doctor appointments: 89%
- Filling out school/activity forms: 87%
- Organizing playdates: 85%
- Arranging childcare: 83%
- Managing family calendar: 82%
- Bringing children to doctor/dentist: 78%
- Preparing meals: 77%
- Buying cards/gifts for others: 76%
- Packing children's items for outings/vacation: 75%
- Grocery shopping: 75%
- Laundry: 74%
- Assigning household chores: 74%
- Planning children's birthday parties: 72%
- Shopping for your children: 72%
- Helping with schoolwork: 72%

Base: Gave an answer
Percent of Moms who co-parent and are the primary person responsible for task:

- Making children's doctor appointments: 87%
- Filling out school/activity forms: 84%
- Organizing playdates: 81%
- Arranging childcare: 79%
- Managing family calendar: 78%
- Bringing children to doctor/dentist: 74%
- Preparing meals: 74%
- Buying cards/gifts for others: 71%
- Packing children's items for outings/vacation: 73%
- Grocery shopping: 71%
- Laundry: 72%
- Assigning household chores: 68%
- Planning children's birthday parties: 67%
- Shopping for your children: 69%
- Helping with schoolwork: 66%
Mom’s “Mother Load”
87% of moms who co-parent say they are the ones who are primarily responsible for making doctor’s appointments for their children.

83% among moms who co-parent and work full-time.

88% among moms who co-parent and are home.
78% of moms who co-parent say they are the ones who are primarily responsible for managing the family calendar.

70% among moms who co-parent and work full-time.

82% among moms who co-parent and are home.
71% of moms who co-parent say they are the ones who are primarily responsible for buying cards/gifts for others

76% among moms who co-parent and work full-time
66% among moms who co-parent and are home
67% of moms who co-parent say they are the ones who are primarily responsible for planning their children’s birthday parties.

67% among moms who co-parent and work full-time
66% among moms who co-parent and are home
71% of moms who co-parent and work full-time stay home with their child most often if the child is too sick to go to school.

75% of moms who co-parent with two full-time working parents in home stay home with their child most often if the child is too sick to go to school.
Consider Mom's Mental Load
20% of moms who co-parent say they often rely on the other parent to handle parenting responsibilities.

37% of moms who co-parent wish they had more help from the other parent with their parenting responsibilities.
50% of moms who co-parent feel that nothing would get done if they didn’t organize the parenting responsibilities.

48% of moms who co-parent feel that the other parent is not aware of all the parenting responsibilities they have.
Moms feel they spend more time thinking about parenting responsibilities than their co-parent.

Does Mom believe the amount of time the other parent spends thinking about parenting responsibilities is...?

- Less than the amount of time Mom spends: 57%
- The same amount of time Mom spends: 30%
- More than the amount of time Mom spends: 13%

Base: Moms who co-parent
Most moms are managing parenting tasks even when it’s not their responsibility.

When the other parent handles parenting responsibilities, how many responsibilities are done **without** any reminders from Mom?

- **Most** 28%
- **Some** 54%
- **All** 9%
- **None** 9%

Base: Moms who co-parent and other parent handles some parenting tasks (75%)
When the other parent handles parenting responsibilities, how much help does he/she typically need from Mom?

- A lot of help: 31%
- A little help: 55%
- No help at all: 14%

Base: Moms who co-parent and other parent handles some parenting tasks (75%)

Majority of moms say the other parent needs help handling parenting tasks
Nearly all the moms want to be involved in how the other parent handles parenting responsibilities.

When the other parent handles parenting responsibilities, how involved does Mom typically prefer to be?

- Very involved: 37%
- Somewhat involved: 52%
- Not at all involved: 11%

Base: Moms who co-parent and other parent handles some parenting tasks (75%)
Outlook on the Mental Load
How do Moms who co-parent feel about their parenting responsibilities?

- Confident: 66%
- Accomplished: 63%
- In control: 61%
- Organized: 56%
- Overwhelmed: 30%
- Stressed: 29%
- Burned out: 24%
- Anxious: 24%
- Guilty: 11%
- Resentful: 8%
91% of moms who co-parent think they do a good job at knowing what needs to be done for their children.

52% of moms who co-parent think the other parent does a good job at knowing what needs to be done for their children.
Key Findings
Most moms are the primary person responsible for parenting tasks, even when they parent with someone else.

Most moms are the primary person responsible for parenting tasks, even when they work full-time.

Very few moms feel resentful towards the parenting responsibilities they have. In fact, more moms feel confident than stressed.

Mom gives herself high marks for knowing what needs to be done for her kids.
Takeaways
Mom is usually the ultimate decision maker, even when she’s not primarily responsible for a task.
Mom juggles a lot, but she prefers it that way. Give Mom tools to better manage her mental load.
Strive for more workplace flexibility for working parents. Help them achieve a better work/life balance.