

#### Introduction

Child-care costs bite so hard they leave marks on paychecks and lifestyles. The promise of a supportive village coming to one's maternal rescue feels like something found in a fairytale, not a suburb. Screens are glowing at every corner of childhood—brilliant with opportunity, but bulging with unknown consequences. The schools we rely on to equip our kids for the future feel outdated and woefully underfunded. The world hums with AI forecasts that thrill and unsettle us at the same time. And somewhere between the grocery aisle and the late-night spreadsheet, mothers are looking around and asking, "Is anyone with real power even listening to us? And do they even care?"

Even in the midst of this chaos, the 2025 data shows a pulsing determination. Moms aren't waiting for Congress to rescue them—moms aren't waiting on ANYONE to rescue them. They're stitching together parent pods, calling in grandparents, trading Venmo payments for emergency babysitters, downloading Al tools to claw back fifteen minutes of calm. They are marching into school-board meetings because they cannot cede their children's safety to indifference.

They are rediscovering porch conversations, hybrid meet-ups, and trusted online groups after the deep freeze of the pandemic years. Are moms afraid? Yes—worried about bills, frazzled by burnout, concerned about the weight of raising children in a turbulent world—but they are also astonishingly inventive, intent on bending systems that refuse to flex.

So when we asked, "What is top of mind for U.S. moms right now?" the answer we got back isn't going to fit into one neat headline. The answer is a nested set of pressing concerns and emerging hopes. It's the price of child care colliding with the price of possibility. It's loneliness sharpening, yet community coming back to life. It's distrust in institutions paired with a stubborn, almost incandescent belief that if mothers keep speaking—and if others finally choose to listen—the future can still be rewritten in our children's favor.

As in previous years, the data capture both struggle and hope. The pages that follow synthesize the 2025 findings, focusing on what policymakers, employers, and communities need to know to meet mothers where they are.



#### Child-care affordability

In 2025, child-care costs significantly influence nearly every major family decision—from career choices to budgeting, financial security, and even family size. Across all income brackets, mothers consistently rank child-care expenses as a leading source of financial stress, surpassing housing, healthcare, and debt. Specifically, 39 percent cite child-care costs as one of their top two financial burdens, second only to general economic uncertainty at 44 percent ( $\Omega$  62).

Q 62 · "What are your top two causes of financial stress?"								
	Gen Z	Millennial	Gen X	All Moms				
Childcare	67 % (6)	44 % (675)	27 % (40)	39 % (675)				
Housing	48 % (4)	38 % (582)	29 % (43)	35 % (605)				
Debt	43 % (4)	24 % (367)	15 % (22)	23 % (396)				
Healthcare	19 % (2)	14 % (216)	19 % (28)	17 % (291)				
Education costs	10 % (1)	17 % (263)	37 % (55)	15 % (269)				
Employment insecurity	38 % (3)	18 % (278)	9 % (14)	17 % (291)				
U.S. economic uncertainty	29 % (2)	44 % (679)	45 % (68)	44 % (769)				
Other	-	3 % (52)	4 % (6)	8 % (134)				
Onici	Other - 3 % (52) 4 % (6) 8 % (134)							

(Percent = share of respondents in cohort selecting that stressor; rows can sum > 100 %.)

39% of Mothers cite child-care costs as one of their top two financial burdens,

second only to general economic uncertainty at 44 percent.

## The financial strain has profound ripple effects

Nearly half of all employed mothers (46 percent)—and fully 50 percent of Millennials—have considered leaving their jobs because the cost and related stress of child-care outweigh their earnings (Q 58).

Families spending between \$2,000 and \$3,000 monthly report even greater challenges, with 54 percent contemplating employment changes due to child-care expenses.

Despite these affordability issues, 70 percent of mothers express satisfaction with the quality of their current child-care arrangements (Q 56). The central issue, therefore, isn't quality or preference—it's purely financial.

Q 58 · "Has the stress or cost of childcare ever made you consider leaving the workforce?"					
Response	Gen Z	Millennial	Gen X	All Moms	
Yes	52 % (3)	50.3 % (693)	46.1 % (68)	46.9 % (833)	
No	10 % (1)	33.5 % (484)	34.0 % (50)	34.8 % (618)	
Not applicable	38 % (4)	16.2 % (235)	19.9 % (29)	18.3 % (325)	



## 50% of Millennial & 52% of GenZ Moms have considered leaving their jobs

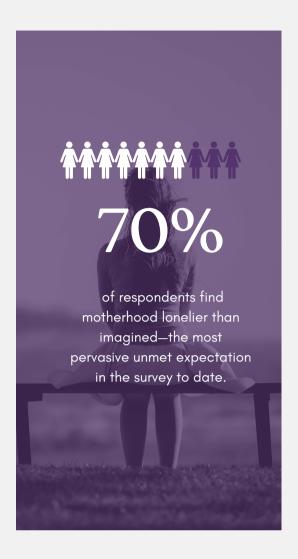
because the cost and related stress of child-care outweigh earnings.

### Loneliness in Modern Motherhood

Motherhood has always had solitary moments, but the 2025 data show isolation is no longer a side note—it is a defining feature of the experience. Seven in ten mothers (Q 39) report that motherhood is lonelier than they imagined; one in five feels that loneliness every single day (Q 37). The pattern is remarkably consistent across age groups, pay levels and ethnic backgrounds, suggesting the problem is structural, not demographic.

Q 39 · "Do you feel your experience of motherhood is lonelier than you expected?"					
Response	Gen Z	Millennial	Gen X	All Moms	
Yes	78%	<b>72</b> %	62%	70%	
No	22%	28%	38%	30%	

Millennials—already carrying the weight of peak child-care costs—also carry the heaviest isolation load: 24 percent are lonely daily, and another 26 percent weekly. Gen Z mothers, though a small cohort, show the sharpest extremes: one-third lonely every day, one-third only occasionally.



Boomer mothers, parenting older children or grandchildren, are far less likely to feel daily isolation but still note that motherhood is lonelier than expected (Q 39).

Financial status barely moves the needle: whether household income is below \$75,000 or above \$150,000, roughly 70 percent of mothers say the social side of parenting disappoints expectations (Q  $39 \times Q$  60). Even mothers who spend more than \$3,000 a month on formal child-care—indicating access to resources—report daily loneliness at a 19 percent clip, nearly identical to the overall average.

#### Financial Fragility

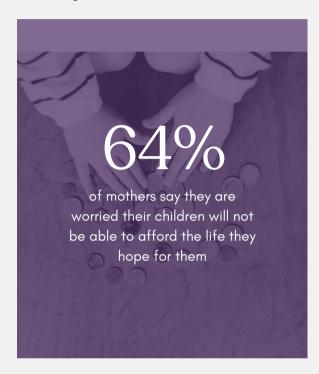
Economic unease colors nearly every parental decision this year. Almost two-thirds of mothers (64 percent) say they are worried their children will not be able to afford the life they hope for them (Q 63). That anxiety is shared across generations.

The generational gradient tells its own story: the youngest mothers, still early in their careers and carrying the heftiest student-loan balances, are the most pessimistic.

Q 63 · "Are you worried your children won't afford the life you hope for them?"					
	Gen Z	Millennial	Gen X	All Moms	
Yes	81%	64%	65%	64%	
No	19%	36%	35%	36%	

And mothers are carrying financial concerns for their children alongside financial concerns they have for themselves.

The data point to a precarious tightrope: mothers are struggling to finance present-day priorities while gazing at a future they fear their children may not be able to afford.



Q 61 · "Compared to last year, how financially secure do you feel?"					
	Gen Z	Millennial	Gen X	All Moms	
Less so	57%	49%	39%	46%	
More so	19%	18%	23%	20%	
Same	24%	33%	38%	33%	

46% of mothers feel less financially secure now than they did a year ago.

#### What's driving the numbers?

Child-care tops the stress list at 39 percent, but housing costs (35 percent), national economic uncertainty (44 percent) and debt (23 percent) crowd close behind (Q 62). The combined effect is an atmosphere of fragility: 49 percent of all mothers describe themselves as "managing but stretched" (Q 60), a figure that climbs to 54 percent among Millennials.

Notably, higher income does not guarantee peace of mind. Among households earning \$150,000 or more, 48 percent still worry about their children's financial future and 37 percent say they feel less secure than last year.

#### Q 62 $\cdot$ "What are your top 2 causes of financial stress?"

	Gen Z	Millennial	Gen X	All Moms
Childcare	67%	44%	27%	39%
Housing	48%	38%	29%	35%
Debt	43%	24%	15%	23%
Healthcare	19%	14%	19%	17%
Education costs	10%	17%	37%	15%
Employment insecurity	38%	18%	9%	17%
U.S. economic uncertainty	29%	44%	45%	44%
Other		3%	4%	8%



48%

of households earning
+\$150K/year still worry about their
children's financial future

#### Lack of Confidence in K-12 Education Outcomes

Faith in the broader K-12 system is faltering.

Only nine percent of mothers believe schools are giving children the skills they need for real-world success. The skepticism spans every generation, with the youngest mothers least convinced.

	Gen Z	Millennial	Gen X	All Moms
Yes	11%	8%	9%	9%
No	62%	55%	50%	54%
Unsure	27%	37%	41%	37%

Income and location offer little reassurance. Among households earning \$150,000 or more, only 12 percent give a vote of confidence; in sub-\$75k homes, the figure drops to seven percent. Urban, suburban, and rural moms all hover within three percentage points of the nine-percent national mark.

Uncertainty is almost as large as outright rejection: 37 percent of mothers are unsure whether schools are preparing kids.

Only 9% of mothers believe schools are giving children the skills they need for real-world success

# Women are still opting out of having more children

Fertility rates in the United States have hovered below replacement level for more than a decade, and the new State of Motherhood data hint at further softening.

Q9 · "Do you plan to have more children?"

Response	Gen Z	Millennial	All Moms
Yes	71%	25%	25%
No	1%	55%	56%
Unsure	28%	20%	19%

Momentum is heading toward the negative. While plans for more children remained flat year over year, expressed interest in having more children — a precursor to planning — grew weaker.

Asked whether their desire to grow the family has changed since last year, 24% percent of mothers say it is weaker, while only 13% feel a stronger pull (Q 11). Gen Z over-indexes on "weaker," underscoring a rapid attitudinal shift among the youngest mothers.

Q9 · "Compared to last	year, has	your	desire	to expand
your family changed?"		-		-

Response	Gen Z	Millennial	All Moms
Stronger	19%	14%	13%
Weaker	38%	26%	24%
No change	43%	59%	62%

56%

of moms are not planning
to have additional
children

Motherly's 2025 State of Motherhood Survey Report

Cost drives the hesitation. Among respondents who answered "no" or "unsure" to the question of having plans to have more children, the leading deterrents are a sense that the family already feels complete (21%), financial strain (14%), and lack of support (6%) (Q10).

Those same mothers report the highest rates of child-care costs exceeding \$1,000 a month and the lowest confidence in long-term financial security.

#### Political Representation Gap

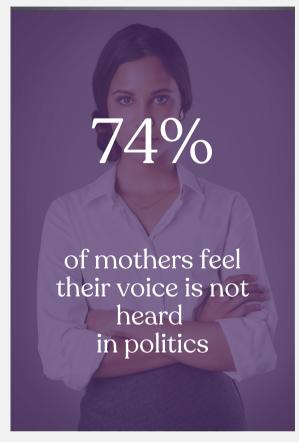
Only 9 percent of mothers polled believe their voice is heard in the policymaking process, while a whopping 74 percent say it is not (Q 77). The sentiment spans generations and pay scales.

The generational gradient tells its own story: the youngest mothers, still early in their careers and carrying the heftiest student-loan balances, are the most pessimistic.

	Yes	No	Not sure
Gen Z	10%	48%	42%
Millennial	8%	75%	17%
Gen X	6%	65%	29%
Boomer	13%	55%	32%
All mothers	9%	74%	17%

Ethnicity shifts the margin only slightly. Hispanic mothers feel the least represented (78% "No"), followed by White (76%) and Other/Multi-ethnic (72%).

The through-line is clear: no major demographic breaks above a 20-percent confidence threshold.



Yet mothers are far from disengaged. When asked which issues guide their vote (Q 76), overwhelming blocs coalesce around school safety, gun regulation, and food/FDA quality—each selected by roughly two-thirds of respondents. Reproductive rights and paid family leave follow close behind for women under forty.

These alignments suggest that the gap is not one of apathy but of traction: mothers know what they want addressed; they simply doubt anyone in power is listening.

#### Rebounding Personal Connection

Among the bright spots in the data, more than one in four mothers say they feel more connected to others now than they did a year ago, a surprising uptick after the isolation spike of the pandemic era.

While there is still room to improve this critical statistic, there are signs of growth, and the momentum is strongest among the youngest mothers.

Q 38 · "Compared to last year, do you feel more or less connected in a meaningful way?"

	Gen Z	Millennial	Gen X	All Moms
More	43%	26%	24%	26%
	33%	33%	36%	33%
	24%	41%	40%	41%

1 in 4 moms report feeling more meaningfully connected than they did a year ago

# Personal

Rebounding Connection

The survey also asks which channels help make mothers feel connected (Q 46). 71 percent cite in-person meet-ups, followed by social media (22%) and support circles and therapy (15%).

Notably, the Gen Z cohort over-indexes on structured support: 52% list therapy/support groups versus 14% of Boomers, suggesting younger moms are comfortable blending professional guidance with peer friendship.

ly's 2025 State of Motherhood Survey Repor

#### Q 46 · "Which channels help you feel most connected to others?

	Gen Z	Millennial	Gen X	All Moms
In-person meet-ups	62%	73%	62%	71%
Online groups	10%	15%	18%	15%
Social media	10%	22%	27%	22%
Therapy / groups	52%	15%	14%	15%
I don't feel connected	19%	13%	20%	14%

1% of moms cite in-peron meet-ups as one of the most helpful channels to their sense of connectedness.





Comments reveal three repeating themes:

Organically formed support groups, some named "parent pods" that help relieve some of the pressures like rotating child-care.

Finding ways to gather in person, like **hybrid meet-ups** sparked online but solidified offline, and...

Renewed **extended family support**, specifically grand-parent involvement.







The data imply that when mothers stitch together micro-communities, loneliness softens and confidence rises. Put differently: policy may be lagging, but mothers are prototyping their own social infrastructure—and it's starting to work.

#### Closing

The 2025 State of Motherhood paints two portraits at once. In the first, the weight on mothers is unmistakable: child-care prices rival mortgages, and nearly half of working moms have thought about walking away from paid work. Seven in ten say motherhood is lonelier than advertised; most distrust their children's schools to teach realworld skills and feel shut out of decisions that shape those very systems. Economic fears run so deep that two-thirds worry their kids will slip down the ladder they have fought to climb.

Yet layered over that portrait is another —one rendered in the bold strokes of maternal tenacity. Faced with soaring costs, mothers barter schedules, rotate parent pods, and tap grandparents for backup, turning private houses into miniature support grids. 26% feel more connected this year than last, proof that new villages can rise where old ones crumbled.

And moms are choosing action over inaction with 41% adopting Al tools — because they refuse to cede the future to confusion.

Their civic focus is equally sharp. While 74% believe their voices are ignored, the same mothers can recite a concise policy wishlist—safer schools, stronger food oversight, sensible gun laws, protected reproductive rights—ready for any leader who will meet them halfway. And although just one quarter plan to grow their families, the choice is less about shrinking hope than about safeguarding the children they already have in an economy that still undervalues care.

The story of 2025 is not as simple as pressure or promise; it is the dynamic tension between the two.

American mothers are carrying historic burdens, yes, but they are also prototyping new solutions in real time, insisting—by invention, by collaboration, by sheer persistence—that the future their children inherit will be better than the one statistics predict.

	Yes No	Gen Z 78.5% (9) 21.5% (3)	Millennial 61.8% (1379) 38.2% (853)	Gen X 64.7% (93) 35.3% (51)	All Moms 61.6% (1471) 38.4% (916)
2 · "How affordable i	s childcare for your current financial situation?"	(0)		101011 (02)	
2 How unordable i	Affordability rating 1 – Not at all affordable	Gen Z 50 %(3)	Millennial 20.6 %(231)	Gen X 30.5 %(37)	All Moms 21.5 %
	2 – Barely affordable 3 – Somewhat affordable	- 50 %	32.6 %(418) 29.3 %(405)	34.1 %(35) 15.9 %(20)	(353) 32.8
	4 – Mostly affordable	(3) —	13.9 %(200)	17.3 %(18)	%(631) 28.1 %
	5 – Very affordable		3.6 %(49)	2.3 %(4)	(626) 14.0 %(329) 3.6
· "What is the bigg	est challenge you face with childcare?"				%(84)
	Challenge named as #1 Cost	Gen Z 42 %(3) 76.8	Millennial 59.6 %(759)	Gen X 56.1 %(70)	All Moms 58.9 %
	Lack of availability Low quality	%(5) 26.8 %(1) 34.6	11.6 %(172) 8.7 %(105)	5.2 %(8) 4.0 %(7)	(1,150) 11.8 %(288) 8.4 %
	Inflexible hours	%(2) 26.8 %(1) 26.8	10.3 %(144)	7.7 %(14)	(166) 10.1 % (218) 5.6 %
	None Other / specify	%(1) 26.8 %(1)	4.6 %(56) 5.3 %(70)	13.3 %(12) 13.7 %(11)	(105) 6.1 %
					(121)
· "How supported o	do you feel by your employer when it comes to childo Support rating	Gen Z	, flexibility)?" Millennial	Gen X 9.9	All Moms
	1 – Not at all supported 2 – Barely supported	40.9 % (2) 40.9 % (2)	7.3 % (73) 17.0 % (179)	% (14) 23.5 % (20) 28.4	7.8 % (127) 17.7 %
	3 – Somewhat supported 4 – Mostly supported	40.9 % (2) 72.6 % (3)	30.8 % (359) 23.1 % (288)	% (33) 21.1 % (26) 17.0	(281) 31.2 % (582)
	5 – Very supported	31.7 % (1)	21.8 % (252)	% (17)	22.8 % (465) 21.3
	Row percentages within each cohort approximate	100 % (Gen Z rows exceed 100 !	% because the tiny cell counts magnij	y weighting; interpret directionally	). % (377)
"How equally are p	parenting and household responsibilities shared in yo		A CHI	G V. 24.5	
	Rating 1 – Not at all equal	Gen Z 32 % (2) 32	Millennial 13.4 % (177)	Gen X 24.5 % (37) 19.9	All Moms 14.6 %
	2 – Barely equal 3 – Somewhat equal	% (2) 49.8 % (2) 53.6	19.4 % (268) 34.0 % (485)	% (30) 31.8 % (46) 19.4	(284) 19.6 % (410)
	4 – Mostly equal 5 – Fully equal	% (5) 32 % (2)	25.4 % (348) 7.8 % (108)	% (25) 4.4 % (6)	33.7 % (760) 24.8
	(Gen Z rows appear inconsistent because tiny cell				% (533) 7.9 % (183)
"Compared to last	year, do you feel more or less burned out by your pa		**		70 (±03)
compared to last	Response	Gen Z 46	Millennial	Gen X 40.6	All Mom
	More Less	% (4) 24.9 % (1) 28.6	49.7 % (696) 17.7 % (233)	% (56) 13.7 % (25) 45.7	47.9 9 (1,025) 17.
	About the same  (Gen 7 percentages are valatile because n = 9: tree	% (4)	32.6 % (457)	% (63)	% (375) 35. % (768)
	(Gen Z percentages are volatile because n = 9; tree	л опесионану.)			,
· "Which area of yo	our well-being feels most depleted right now?"  Depleted area (single choice)	Gen Z 38	Millennial	Gen X 16.7	All Moms
	Time for myself Emotional energy	% (3) 24.9 % (1) 13.2	29.1 % (382) 24.0 % (330)	% (22) 28.6 % (40) 22.2	27.1 %
	Sleep	% (1) —	18.4 % (241)	% (31) 13.1	% (504)
	Sexual desire Physical health	23.0 % (1)	16.5 % (234) 14.5 % (201)	% (18) 15.1 % (20) 4.3	18.0 % (389) 16.2
	None		2.8 % (38)	% (6)	% (363) 14.1 %
· "Do you feel your	contributions at home are truly recognized and app	reciated by your partner or hou			(305) 1.5 % (33)
• • • • • • • • • • • • • • • • • • • •	Response Yes	Gen Z 52 % (5)	Millennial 55.0 % (752)	Gen X 59.4 % (82) 38.3	All Moms 55.5 % (1,208
	No	52 % (5) 48 % (4)	41.6 % (614)	% (53) 2.3	39.3 % (857)
	Not applicable	-	3.4 % (46)	% (9)	5.2 % (102)
· "Do you plan to h	ave more children in the future?"	Ga- 7	p.4:11:-1	G V	AH A *
	Plan Yes	Gen Z 71.4 % (5)	Millennial 25.1 % (347)	Gen X 6.9 % (10)	All Moms 24.6 % (524)
	No Unsure		55.2 % (765) 19.7 % (274)	79.4 % (109) 13.7 % (25)	55.9 % (1,191 19.5 % (423)
) #Daima					
v - "Primary reason	you do not plan to have more children" Reason chosen	Gen Z —	Millennial	Gen X 9.8	All 'No' Mom
	My family feels complete Financial reasons	43.7 % (1)* 43.7 % (1)	41.9 % (318) 18.6 % (122)	% (13) 10.1 % (12) 61.0	36.1 % (444 16.7 % (172
	Age	56.3 % (2)	12.9 % (103)	% (78) 3.1	22.5 % (284
	Medical / physical recovery Lack of support	43.7 % (1) 43.7 % (1)	9.0 % (57) 6.4 % (43)	% (5) 6.1 % (6) — —	7.8 % (88) 6.: % (72) 2.7 9
	Emotional readiness Environmental concerns	- 77.7 % (1)*	3.2 % (25) 0.2 % (2) 7.7	14.8 % (17)	(33) 0.2 % (2 8.1 % (96)
	Not applicable / Other		% (55)		
	*Gen Z percentages are volatile (n = 2 "No" respon	ndents); interpret directionally o	only.		
1 · "Compared to la	st year, has your desire to expand your family chang		p.4:11:-1	G V	AU
	Change in desire Stronger desire	Gen Z 19.1 % (2)	Millennial 14.4 % (207)	Gen X 5.6 % (9)	All Mom 13.1 % (292
	Weaker desire No change	38.2 % (4) 42.7 % (2)	26.2 % (349) 59.3 % (830)	11.6 % (17) 82.8 % (118)	24.2 % (489 62.4 9
	(Gen Z n = 8 total; percentages directional.)				(1,357)
2 · "How confident	do you feel in your ability to emotionally and financia	ally support another child?"			
	Rating 1 – Not at all confident	Gen Z 32 % (3)	Millennial 19.7 % (260)	Gen X 26.4 % (38) 23.6	All Moms 19.2 %
	2 – Barely confident 3 – Somewhat confident	22 % (2) 31 % (2)	20.1 % (271) 25.2 % (343)	% (33) 26.7 % (37) 17.1	(389) 20.0
	4 – Mostly confident	31 % (2) 15 % (1)	19.4 % (279)	% (24) 3.6	25.3 %
	5 – Very confident N/A		5.5 % (80) 10.1 % (157)	% (5) 2.6 % (6)	(527) 19.0 % (404) 6.5
					% (137) 10.0 %
3 · "On a scale of 1-	<ul> <li>-5, how accurately do you feel today's cultural narrat Rating</li> </ul>	tives reflect the realities of moth Gen Z	nerhood?" Millennial	Gen X 18.1	(254) All Moms
	1 – Not at all accurate	29 % (2)	14.6 % (203)	% (26) 35.7	14.1 %
	2 – Barely accurate 3 – Somewhat accurate	39 % (3) 29 % (2)	33.9 % (475) 43.2 % (598)	% (49) 39.6 % (57) 5.4	(289) 33.5 % (696)
	4 – Mostly accurate 5 – Very accurate		7.1 % (98) 1.2 % (18)	% (8) 1.2 % (2)	44.0 % (916) 7.6 %
			1 -7	**	(157) 1.0 % (21)
4 · "Compared to la	st year, do you feel more or less seen in societal port Response	rayals of moms?" Gen Z	Millennial	Gen X 25.3	All Mom
	More seen Less seen	21 % (2) 42 % (3)	22.5 % (323) 26.6 % (355)	% (36) 15.9 % (23) 58.8	22.7 % (474 25.3 % (524
	About the same	42 % (3) 37 % (1)	26.6 % (355) 50.9 % (718)	% (23) 58.8 % (85)	52.0 9
					(1,081)
. "How is mother	and portraved in the media you consumo?"				
· "How is motherh	nood portrayed in the media you consume?"			Gen X 26.8	All Moms
5 · "How is motherh	Portrayal style Idealized & perfect	Gen Z 29 % (2) 42.7	Millennial 33.7 % (467)	% (39) 31.7	32.5 %
5 · "How is mother!	Portrayal style Idealized & perfect Balanced & realistic	Gen Z 29 % (2) 42.7 % (2) 28.6 % (3) —	33.7 % (467) 29.4 % (430)	% (39) 31.7 % (42) 29.1 % (46) 12.4	32.5 % (691) 30.7 % (638)
5 · "How is mother!	Portrayal style Idealized & perfect	% (2) 42.7 % (2) 28.6	33.7 % (467)	% (42) 29.1	32.5 % (691) 30.7 % (638) 22.4 %
	Portrayal style Idealized & perfect Balanced & realistic Negative & critical Not often represented	% (2) 42.7 % (2) 28.6 % (3) —	33.7 % (467) 29.4 % (430) 22.1 % (327)	% (42) 29.1 % (46) 12.4	32.5 % (691) 30.7 % (638)
	Portrayal style Idealized & perfect Balanced & realistic Negative & critical Not often represented u define being a 'good mom' changed in the past year Response	% (2) 42.7 % (2) 28.6 % (3) — ur?" Gen Z	33.7 % (467) 29.4 % (430) 22.1 % (327) 14.8 % (217) Millennial	% (42) 29.1 % (46) 12.4 % (17) Gen X 45.5	32.5 % (691) 30.7 % (638) 22.4 % (460) 14.3 % (290) All Moms
	Portrayal style Idealized & perfect Balanced & realistic Negative & critical Not often represented u define being a 'good mom' changed in the past yee	% (2) 42.7 % (2) 28.6 % (3) —	33.7 % (467) 29.4 % (430) 22.1 % (327) 14.8 % (217)	% (42) 29.1 % (46) 12.4 % (17)	32.5 % (691) 30.7 % (638) 22.4 % (460) 14.3 % (290) All Moms 46.9 % (976)
5 · "Has the way yo	Portrayal style Idealized & perfect Idealized & perfect Balanced & realistic Negative & critical Not offen engresemed u define being a 'good mom' changed in the past year Response No	% (2) 42.7 % (2) 28.6 % (3) — sr?" Gen Z 47.7 % (5) 52.3 % (3)	33.7 % (467) 29.4 % (430) 22.1 % (327) 14.8 % (217) Millennial 50.8 % (698)	% (42) 29.1 % (46) 12.4 % (17) Gen X 45.5 % (64) 54.5	32.5 % (691) 30.7 % (638) 22.4 % (460) 14.3 % (290)  All Moms 46.9 % (976)
5 · "Has the way yo	Portrayal style Idealized & perfect Balanced & realistc Negative & critical Not often represented  u define being a 'good mom' changed in the past yea Response No social media influence your parenting choices?" (1– influence level	% (2) 42.7 % (2) 28.6 % (3) — IF?"  Gen Z 47.7 % (5) 52.3 % (3) 5 scale)  Gen Z	33.7 % (467) 29.4 % (430) 22.1 % (327) 14.8 % (217)  Millennial 50.8 % (698) 49.2 % (688)	% (42) 29.1 % (46) 12.4 % (17) Gen x 45.5 % (64) 54.5 % (80) Gen X 28.3	32.5 % (691) 30.7 % (638) 22.4 % (460) 14.3 % (290)  All Moms 46.9 % (976) 53.1 % (1,103
5 · "Has the way yo	Portrayal style Idealized & perfect Balanced & relistic Negative & critical Not often represented u define being a 'good mom' changed in the past yea Response Yes No s social media influence your parenting choices?" (1– Influence level 1 – Not at all	% (2) 42.7 % (2) 28.6 % (3) — """ Gen Z 47.7 % (5) 52.3 % (3)	33.7 % (467) 29.4 % (430) 22.1 % (327) 14.8 % (217)  Millennial 50.8 % (698) 49.2 % (688)	% (42) 29.1 % (46) 12.4 % (17) Gen X 45.5 % (64) 54.5 % (80) Gen X 28.3 % (39) 32.9	32.5 % (638) 22.4 % (460) 14.3 % (290) All Moms 46.9 % (976) 53.1 % (1,103
5 · "Has the way yo	Portrayal style Idealized & Perfect Idealized & Perfect Balanced & realistc Negative & critical Not often represented ut define being a 'good mom' changed in the past year Response Yes No Social media influence your parenting choices?" (1—Influence level Influence level 2—A little 3—5 somewhat	% (2) 42.7 % (2) 28.6 % (3) — sr?"  Gen Z 47.7 % (5) 52.3 % (3) 5 scale)  Gen Z 19 % (2) 9 % (1) 61.8 % (4)	33.7 % (467) 29.4 % (430) 22.1 % (430) 22.1 % (327) 14.8 % (217)  Millennial 50.8 % (698) 49.2 % (688)  Millennial 16.5 % (207) 39.6 % (528) 22.1 % (457)	% (42) 29.1 % (46) 12.4 % (17) Gen X 45.5 % (64) 54.5 % (80) Gen X 28.3 % (39) 32.9 % (46) 28.1 % (40) 9.2	32.5 (631) 30.7 (691)
5 · "Has the way yo	Portrayal style Idealized & perfect Balanced & relistic Negative & critical Not often represented  u define being a 'good mom' changed in the past yea Response No social media influence your parenting choices?" (1– Influence level 1 – Not at all 2 – A little	% (2) 42.7 % (2) 28.6 % (3) —  WF?"  Gen Z  47.7 % (5)  52.3 % (3)  S scale)  Gen Z  19 % (2)  9 % (1)	33.7 % (467) 29.4 % (430) 22.1 % (327) 14.8 % (217)  Millennial 50.8 % (698) 49.2 % (688)  Millennial 16.5 % (207) 39.6 % (528)	% (42) 29.1 % (46) 12.4 % (17) Gen X 45.5 % (64) 54.5 % (80) Gen X 28.3 % (39) 32.9 % (46) 28.1	32.5 % (638) 30.7 % (631) 30.7 % (638) 22.4 % (460) 14.3 % (290) All Moms 46.9 % (975) 33.1 % (357) 38.8 % (793) 31.0 % (636) 11.1
5 · "Has the way yo 7 · "How much doe:	Portrayal style Idealized & perfect Balanced & credistic Negative & critical Not offen represented u define being a 'good mom' changed in the past yea Response Yes No social media influence your parenting choices?" (1— Influence level 1—Not at all 2—A little 3—Somewhat 4—Quite a bit 5—A great deal	% (2) 42.7 % (2) 28.6 % (3) — Gen 2 47.7 % (5) 52.3 % (3) 5 scale) Gen 2 19 % (2) 9 % (1) 61.8 % (4) 9 % (1)	33.7 % (467) 29.4 % (430) 22.1 % (327) 14.8 % (217)  Millennial 50.8 % (698) 49.2 % (688)  Millennial 16.5 % (207) 33.6 % (228) 32.1 % (457) 10.2 % (454)	% (42) 29.1 % (46) 12.4 % (17) Gen X 45.5 % (64) 54.5 % (80) Gen X 28.3 % (39) 32.9 % (46) 28.1 % (40) 9.2 % (14) 1.5	32.5 % (691) 30.7 % (691) 30.7 % (638) 22.4 % (460) 14.3 % (290) All Moms 46.9 % (976) 53.1 % (1,103) 17.4 % (357) 38.8 % (793) 31.0 %
5 · "Has the way yo 7 · "How much doe:	Portrayal style Idealized & perfect Balanced & realists Negative & critical Not often represented  u define being a 'good mom' changed in the past yea Response Yes No  s social media influence your parenting choices?" (1— Influence level 1 — Not at all 2 — Somewhat 4 — Quite a bit 5 — A great deal  st year, do you feel more or less pressure from social st year, do you feel more or less pressure from social	% (2) 42.7 % (2) 28.6 % (3) —  YF?*  Gen Z 47.7 % (5) 52.3 % (3) 5 scale)  Gen Z 19% (2) 9% (1) 61.8 % (4) 9% (1) 1 media to 'get it right' as a mon	33.7 % (467) 29.4 % (430) 22.1 % (327) 14.8 % (227) 14.8 % (227)  Millennial 50.8 % (698) 49.2 % (688)  Millennial 16.5 % (207) 39.1 % (427) 39.1 % (427) 11.6 % (249) 1.6 % (249)	% (42) 29.1 % (46) 12.4 % (17) Gen X 45.5 % (64) 54.5 % (80) Gen X 28.3 % (39) 32.9 % (46) 28.1 % (40) 9.2 % (14) 1.5 % (2)	32.5 % (691) 30.7 % (693) 30.7 % (693) 30.7 % (460) 14.3 % (290) All Moms 46.9 % (976) 53.1 % (1,103) 41.4 Moms 11.4 Moms 11.4 % (357) 38.7 % (793) (636) 11.1 % (232) 1.1 % (221) 1.1 % (221) 1.1 % (221)
5 · "Has the way yo 7 · "How much doe:	Portrayal style Idealized & perfect Balanced & credistic Negative & critical Not offen represented u define being a 'good mom' changed in the past yea Response Yes No social media influence your parenting choices?" (1— Influence level 1—Not at all 2—A little 3—Somewhat 4—Quite a bit 5—A great deal	% (2) 42.7 % (2) 28.6 % (3) — Gen 2 47.7 % (5) 52.3 % (3) 5 scale) Gen 2 19 % (2) 9 % (1) 61.8 % (4) 9 % (1)	33.7 % (467) 29.4 % (430) 22.1 % (327) 14.8 % (217)  Millennial 50.8 % (698) 49.2 % (688)  Millennial 16.5 % (207) 33.6 % (228) 32.1 % (457) 10.2 % (454)	% (42) 29.1 % (46) 12.4 % (17) Gen X 45.5 % (64) 54.5 % (80) Gen X 28.3 % (39) 32.9 % (46) 28.1 % (40) 9.2 % (14) 1.5	32.5 % (691) 30.7 % (693) 30.7 % (693) 30.7 % (690) 30.7 % (460) 14.3 % (290) All Moms 46.9 % (976) 53.1 % (1,103) 17.4 % (357) 38.8 % (793) 31.0 % (636) 11.1 % (222) 1.1

	About the same	32 % (1)	50.4 % (719)	64.3 % (92)	51.3 % (1,049)
Q 19 · "Have you ever	changed a parenting decision because of something you saw		Add	G., V. 40.0	
	Response Yes No	Gen Z 100 % (9) —	Millennial 71.4 % (986) 28.6 % (400)	Gen X 49.8 % (71) 50.2 % (73)	All Moms 66.6 % (1,363) 33.4 % (677)
Q 20 · "Which platforn	is most influence your parenting perspective? (Select up to 2 Platform (top 5 shown)	Gen Z 88	Millennial	Gen X 46.8	All Moms
	Instagram Facebook TikTok	% (7) 13.6 % (1) 44.6 % (4) 24.8	75.9 % (1,049) 29.7 % (412) 11.3 % (151)	% (68) 39.2 % (55) 3.2 % (5) 7.1 %	72.7 % (1,483) 28.8 % (588) 10.6
	YouTube Reddit	% (2) 22.0 % (2) —	9.5 % (140) 15.2 % (210)	(12) 11.9 % (19) 29.5 %	% (215) 9.4 % (192) 14.9 %
	None of the above		16.9 % (236)	(42)	(302) 18.5 % (378)
0.24 #11	(Rows can sum > 100 % because respondents chose two pl	atforms.)			
Q 21 · "How much pre	ssure do you feel to participate in parenting trends?"  Pressure level  1 – No pressure	Gen Z 11 % (1)	Millennial 24.9 % (338)	Gen X 39.4 % (57) 37.9	All Moms 30.6 %
	2 – A little 3 – Some pressure	33 % (3) 22 % (2)	42.8 % (581) 24.3 % (336)	% (54) 17.6 % (25) 4.4	(615) 41.2 % (830)
	4 – A lot 5 – Extreme	22 % (2) 11 % (1)	6.5 % (90) 1.5 % (21)	% (6) 0.7 % (2)	22.5 % (454) 5.1 %
0.22 · "Compared to	last year, are you more or less likely to engage in parenti	ng trends?"			(104) 0.6 % (9)
Gen Z 22 % (2) 33 % (3	) ଏହାଝାନ୍ତ୍ରୀନ୍ତ୍ର d vs last year More likely		Millennial 9.8 % (135)	Gen X 5.1 % (7) 28.7	All Moms 8.4 % (170)
	Less likely About the same		38.4 % (522) 51.8 % (708)	% (43) 66.2 % (99)	34.9 % (702) 56.7 % (1,140)
Q 23 · "What best desc	ribes your current approach to parenting trends?"				
	Approach I embrace them	Gen Z — 9.5 % (1)	Millennial 2.5 % (26)	Gen X 1.6 % (2) 6.9 %	All Moms 1.8 % (37)
	I try to keep up but feel pressure I do what I can I avoid them altogether	42.7 % (2) 47.8 % (5)	7.7 % (100) 62.6 % (905) 27.2 % (355)	(10) 52.0 % (73) 39.6 % (56)	8.1 % (163) 57.6 % (1,099) 32.5 % (615)
			27.2 % (333)	(36)	32.5 % (013)
Q 24 · "Do you feel pa	renting culture today adds to or alleviates your stress?"  Effect of parenting culture	Gen Z	Millennial	Gen X	All Moms
	Adds stress Alleviates stress Neither / mixed	70.4 % (6) 4.1 % (0) 25.5 % (3)	66.2 % (920) 5.1 % (71) 28.7 % (395)	54.7 % (79) 6.3 % (9) 39.0 % (56)	64.5 % (1,298) 5.6 % (113) 29.9 % (601)
		25.5 % (5)	20.7 % (393)	39.0 % (30)	29.9 % (601)
Q 25 · "How has becon	ning a mother affected your relationship with your body?"  Body-relationship shift	Gen Z	Millennial	Gen X 12.6	All Moms
	More confident Less confident No change	16.1 % (1) 46.4 % (4) 12.7 % (1)	10.4 % (146) 49.5 % (693) 10.5 % (145)	% (18) 43.9 % (63) 11.8 % (17) 31.7	11.4 % (228) 46.7 % (925)
	It's complicated	24.8 % (3)	29.6 % (414)	% (46)	11.4 % (225) 30.5
Q 26 · "Compared to la	sst year, do you feel more or less pressure to 'bounce back' p		APPL COLD	G., V20.4	% (604)
	Feeling vs last year More pressure Less pressure	Gen Z 52 % (4) 11 % (1)	Millennial 46.3 % (615) 13.9 % (184)	Gen X 38.4 % (55) 15.4 % (22) 46.2	All Moms 43.7 % (865) 13.5
	About the same	37 % (2)	39.8 % (528)	% (22) 46.2 % (67)	% (267) 42.8 %
Q 27 · "On a scale of 1-	<ul> <li>-5, how supported do you feel in accepting your postpartum Support rating</li> </ul>	body?" Gen Z	Millennial	Gen X 14.8	(850) All Moms
	1 – Not at all supported 2 – Slightly supported	26 % (2) 30 % (2)	16.6 % (232) 28.9 % (402)	% (21) 27.7 % (39) 31.8	All Moms 14.1 % (279) 26.3
	3 – Somewhat supported 4 – Mostly supported	24 % (2) 15 % (1)	30.1 % (416) 17.8 % (246)	% (46) 19.5 % (29) 6.2	% (526) 29.2 %
	5 – Very supported	5 % (0)	6.6 % (95)	% (9)	(578) 20.0 % (396)
Q 28 · "Have you chan	ged your beauty or self-care routines since becoming a mom	?" Gen Z	Millennial	Gen X	10.4 % (203) All Moms
	Response Yes No	91.6 % (8) 8.4 % (1)	83.4 % (1,156) 16.6 % (230)	76.2 % (110) 23.8 % (34)	82.0 % (1,625) 18.0 % (357)
	regular support from extended family?"				
Q 29 · "Do you receive	Response	Gen Z	Millennial	Gen X 60.7 % (87) 39 3	All Moms 57 3 % (1 120)
Q 29 · "Do you receive	regular support from extended family? Response Yes No	Gen Z 49 % (4) 51 % (5)	Millennial 55.4 % (722) 44.6 % (564)	Gen X 60.7 % (87) 39.3 % (57)	All Moms 57.3 % (1,120) 42.7 % (834)
	Response Yes No your own childhood, do you feel today's mothers have more	49 % (4) 51 % (5) e or less support?"	55.4 % (722) 44.6 % (564)	% (87) 39.3 % (57)	57.3 % (1,120) 42.7 % (834)
	Response Yes No Your own childhood, do you feel today's mothers have more Perceived change More support Less support	49 % (4) 51 % (5) e or less support?" Gen Z 28 % (2) 44 % (4)	55.4 % (722) 44.6 % (564) Millennial 23.6 % (330) 56.3 % (788)	% (87) 39.3 % (57) Gen X 19.8 % (29) 49.6 % (73) 30.6	57.3 % (1,120) 42.7 % (834) All Moms 22.7 % (443) 54.4 % (1,064)
	Response Yes No your own childhood, do you feel today's mothers have mon Perceived change	49 % (4) 51 % (5) e or less support?" Gen Z 28 % (2)	55.4 % (722) 44.6 % (564) Millennial 23.6 % (330)	% (87) 39.3 % (57) Gen X 19.8 % (29) 49.6	57.3 % (1,120) 42.7 % (834) All Moms 22.7 % (443)
Q 30 · "Compared with Q 31 · "What kind of in	Response Yes No Your own childhood, do you feel today's mothers have mon Perceived change More support Less support About the same tergenerational support do you primarily receive?"	49 % (4) 51 % (5) e or less support?" Gen Z 28 % (2) 44 % (4)	55.4 % (722) 44.6 % (564) Millennial 23.6 % (330) 56.3 % (788) 20.1 % (282)	% (87) 39.3 % (57) Gen X 19.8 % (29) 49.5 % (73) 30.6 % (45)	57.3 % (1,120) 42.7 % (834) All Moms 22.7 % (443) 54.4 % (1,064) 22.9 % (447)
Q 30 - "Compared with	Response Yes No Your own childhood, do you feel today's mothers have more Perceived change More support Less support About the same strengenerational support do you primarily receive?" Support type Childare Financial help	49 % (4) 51 % (5) 6 or less support?" Gen Z 28 % (2) 44 % (4) 28 % (2) Gen Z 46 % (4) 9 % (1)	55.4 % (722) 44.6 % (564) Millennial 23.6 % (330) 56.3 % (788) 20.1 % (282) Millennial 39.5 % (547) 10.1 % (144)	% (87) 39.3 % (57) Gen X 19.8 % (29) 49.6 % (73) 30.6 % (45) Gen X 33.8 % (49) 13.7 % (20) 25.7	57.3 % (1,120) 42.7 % (834) All Moms 22.7 % (443) 54.4 % (1,064) 22.9 % (447) All Moms 37.1 % (724) 9.8 % (192)
Q 30 · "Compared with Q 31 · "What kind of in	Response Yes No Yes Yes No Yes No Your own childhood, do you feel today's mothers have mon Perceived change More support Less support About the same steregenerational support do you primarily receive?" Support type Child	49 % (4) 51 % (5) 6e or less support?" Gen	55.4 % (722) 44.6 % (564) Millennial 23.6 % (330) 56.3 % (788) 20.1 % (282) Millennial 33.5 % (547) 33.5 % (547) 34.6 % (349) 5.4 % (76)	% (87) 39.3 % (57) Gen X 19.8 % (29) 49.6 % (23) 30.6 % (45) Gen X 33.8 % (40) 3.7 % (37) 5.9 % (9) 20.9	57.3 % (1,120) 42.7 % (834) All Moms 22.7 % (443) 54.4 % (1,064) 22.9 % (447) All Moms 37.1 % (724) 9.8 % (192) 22.9 % (448) 5.2 % (101)
Q 30 · "Compared with Q 31 · "What kind of in	Response Yes No Vour own childhood, do you feel today's mothers have mon Perceived change More support Less support About the same Support do you primarily receive?" Support type Financial help Emotional support	49 % (4) 51 % (5) 60 r less support?" 60 z 2 % % (2) 44 % (4) 28 % (2) 60 z 2 46 % (4) 9 % (1) 2 7 % (3)	55.4 % (722) 44.6 % (564) Millennial 23.6 % (330) 56.3 % (788) 20.1 % (282) Millennial 39.5 % (547) 10.1 % (1441) 23.0 % (319)	% (87) 39.3 % (57) Gen X 19.8 % (29) 49.6 % (73) 30.6 % (45) Gen X 33.8 % (49) 13.7 % (20) 25.7 % (37) 5.9	57.3 % (1,120) 42.7 % (834) All Moms 22.7 % (443) 54.4 % (1,064) 22.9 % (447) All Moms 37.1 % (724) 9.8 % (192) 22.9 % (448)
Q 30 - "Compared with Q 31 - "What kind of in (single-choice)	Response Yes No Yes Yes No Yes No Your own childhood, do you feel today's mothers have mon Perceived change More support Less support About the same Support type Childcare Financial help Emotional support Household help None Support type Childcare Financial help Emotional support Household help None Support S	49 % (4) 51 % (5) 6e or less support?" Gen 2 2 28 % (2) 44 % (4) 28 % (2)  Gen 2 46 % (4) 9 % (1) 27 % (3) 9 % (1) 9 % (1)	55.4 % (722) 44.6 % (728) 44.6 % (330) 56.3 % (788) 20.1 % (282)  Millennial 39.5 % (547) 10.1 % (144) 22.4 % (76) 22.0 % (305)	% (87) 39.3 % (57) Gen X 19.8 % (29) 49.6 % (73) 30.6 % (45) Gen X 33.8 % (49) 13.5 % (49) 13.5 % (19) 20.9 % (20)	57.3 % (1,120) 42.7 % (834) All Moms 22.7 % (443) 54.4 % (1,064) 22.9 % (447) All Moms 37.1 % (724) 9.8 % (192) 22.9 % (448) 5.2 % (101)
Q 30 - "Compared with Q 31 - "What kind of in (single-choice)	Response Yes No Yes No Yes Yes No Yes No Your own childhood, do you feel today's mothers have mon Perceived change More support Less support About the same ttergenerational support do you primarily receive?" Support type Childcare Financial help Emotional support Household help None Scribe your relationship with your parents/in-laws asa pares ackdown of 0.32 (open-ended) Cchort Centry Control Cohort Centry Cohort Centry Centry Centry Cohort Centry Centr	49 % (4) 51 % (5) 60 r less support?" Gen	55.4 % (722) 44.6 % (722) 44.6 % (564)  Willennial 23.6 % (330) 56.3 % (788) 20.1 % (282)  Millennial 33.5 % (547) 33.5 % (547) 23.0 % (319) 5.4 % (76) 22.0 % (305)	% (87) 39.3 % (57)  Gen X 19.8 % (29) 49.6 % (29) 49.6 % (73) 30.6 % (45)  Gen X 33.8 % (40) 32.7 % (37) 5.9 % (30)  Neutral / Mixed 19.0% 32.9%	57.3 % (1,120) 42.7 % (834) All Moms 22.7 % (443) 54.4 % (1,064) 22.9 % (447) All Moms 37.1 % (724) 9.8 % (192) 22.9 % (448) 5.2 % (101)
Q 30 - "Compared with Q 31 - "What kind of in (single-choice)	Response Yes No Yes No Yes Yes No Yes No Your own childhood, do you feel today's mothers have mon Perceived change More support Less support About the same ttergenerational support do you primarily receive?" Support type Childcare Financial help Emotional support Household help None Support Household help None Child Grey Support Household help None Gen Z Millennial Gen Z	49 % (4) 51 % (5) 6e or less support?" Gen Z 28 % (2) 44 % (4) 28 % (2) Gen Z 44 % (4) 9 % (1) 9 % (1) 9 % (1) 10 11 11 11 11 11 11 11 11 11 11 11 11	55.4 % (722) 44.6 % (722) 44.6 % (301) 56.3 % (330) 56.3 % (788) 20.1 % (282) 20.1 % (282) 20.1 % (282) 35.5 % (547) 10.3 % (144) 10.3 % (149) 5.4 % (76) 2.0 % (305)  Strained 38.1 % 7.2 % 1.6 %	% (87) 39.3 % (57)  Gen X 19.8 % (29) 49.6 % (73) 30.6 % (45)  Gen X 33.8 % (49) 13.7 % (20) 25.7 % (37) 5.9 % (30)  Neutral / Mixed	57.3 % (1,120) 42.7 % (834) All Moms 22.7 % (443) 54.4 % (1,064) 22.9 % (447) All Moms 37.1 % (724) 9.8 % (192) 22.9 % (448) 5.2 % (101)
Q 30 - "Compared with Q 31 - "What kind of in (single-choice)	Response Yes No Yes No Yes Yes No Yes No Your own childhood, do you feel today's mothers have mon Perceived change More support Less support About the same stergenerational support do you primarily receive?" Support type Childcare Financial help Emotional support Household help None Suche Your relationship with your parents/in-laws asa parer saidown of Q 32 (open-ended) Cohort Millennial Gen X Boomer All Moms	49 % (4) 51 % (5) 6e or less support?" Gen Z 28 % (2) 44 % (4) 28 % (2) 46 % (4) 9 % (1) 9 % (1) 9 % (1) 17?  Supportive 42.9% 59.9% 54.3% 40.2%	55.4 % (722) 44.6 % (564) Millennial 23.6 % (330) 56.3 % (788) 20.1 % (582) Millennial 39.5 % (547) 10.1 % (144) 23.0 % (319) 5.4 % (76) 22.0 % (305) Strained 38.1% 7.2%	% (87) 39.3 % (57)  Gen X 19.8 % (29) 49.6 % (29) 49.6 % (73) 30.6 % (45)  Gen X 33.8 % (40) 32.7 % (37) 5.9 % (30)  Neutral / Mixed 19.0% 32.9%	57.3 % (1,120) 42.7 % (834) All Moms 22.7 % (443) 54.4 % (1,064) 22.9 % (447) All Moms 37.1 % (724) 9.8 % (192) 22.9 % (448) 5.2 % (101)
Q 30 - "Compared with Q 31 - "What kind of ir (single-choice)	Response Yes No Yes No Yes Yes No Yes No Your own childhood, do you feel today's mothers have mon Perceived change More support Less support About the same tergenerational support do you primarily receive?" Support type Childcare Financial help Emotional support Household help None None Outper relationship with your parents/in-laws asa parer sakdown of Q 32 (open-ended) Cohort Gen Z Millennial Gen Z Boomer All Moms Gen Z rows ore volatile (n=8).	49 % (4) 51 % (5) 6e or less support?" Gen Z 28 % (2) 44 % (4) 28 % (2) 46 % (4) 9 % (1) 9 % (1) 9 % (1) 17?  Supportive 42.9% 59.9% 54.3% 40.2%	55.4 % (722) 44.6 % (564) Millennial 23.6 % (330) 56.3 % (788) 20.1 % (282) Millennial 39.5 % (547) 10.1 % (144) 23.0 % (319) 5.4 % (76) 22.0 % (305) Strained 38.1% 7.2% 1.6%	% (87) 39.3 % (57)  Gen X 19.8 % (29) 49.6 % (29) 49.6 % (73) 30.6 % (45)  Gen X 33.8 % (40) 32.7 % (37) 5.9 % (30)  Neutral / Mixed 19.0% 32.9%	57.3 % (1,120) 42.7 % (834) All Moms 22.7 % (443) 54.4 % (1,064) 22.9 % (447) All Moms 37.1 % (724) 9.8 % (192) 22.9 % (448) 5.2 % (101)
Q 30 - "Compared with Q 31 - "What kind of ir (single-choice)	Response Yes No Yes No Yes Yes No Yes No Yes No Yes No Yes No	49 % (4) 51 % (5) 6e or less support?" Gen Z 28 % (2) 44 % (4) 46 % (4) 9 % (1) 9 % (1) 9 % (1) 101 101 101 101 101 101 101 101 101 1	55.4 % (722) 44.6 % (722) 44.6 % (301) Millennial 25.6 % (330) 56.3 % (788) 20.1 % (282) Millennial 385.8 (542) 10.1 % (144) 10.1 % (144) 10.1 % (165) 22.0 % (305)  Strained 38.1 % 7.2 % 1.6 % 1.3 % 35.2 % neutral/mixed (n = 2,230) Millennial	% (87) 39.3 % (57)  Gen X 19.8 % (29) 49.6 % (23) 30.6 % (45)  Gen X 33.8 % (49) 13.7 % (20) 25.9 % (30)  Neutral / Mixed 15.0% 15.0% 23.9% 44.0% 58.5%	57.3 % (1,120) 42.7 % (834) All Moms 22.7 % (443) 54.4 % (1,054) 22.9 % (472) 9.3 % (1924) 9.3 % (1928) 9.3 % (1928)
Q 30 - "Compared with Q 31 - "What kind of ir (single-choice)	Response Yes No Yes No Yes Yes No Yes No Yes No Yes No	49 % (4) 51 % (5) 60 r less support?" Gen 2 28 % (2) 44 % (4) 28 % (2) 46 % (4) 9 % (1) 9 % (1) 17 Supportive 53.9% 54.3% 40.2% 58.2 % supportive, 6.6 % strained Gen 2 29 % (3)	55.4 % (722) 44.6 % (564)  Millennial 22.6 % (330) 56.3 % (788) 20.1 % (282)  Millennial 35.5 % (547) 10.1 % (144) 21.0 % (376) 52.0 % (305)  Strained 38.1% 1.3% 1.5% 1.5% 1.5% 1.5% 1.5% 1.5% 1.5% 1.5	% (87) 39.3 % (57)  Gen X 19.8 % (29) 49.6 % (23) 30.6 % (45)  Gen X 33.8 % (49) 13.7 % (20) 25.9 % (30) 20.9 % (30)  Neutral / Mixed 15.0% 22.9% 44.0% 58.5%	57.3 % (1,120) 42.7 % (834) All Moms 22.7 % (443) 54.4 % (1,054) 22.9 % (472) 9.8 % (1974) 9.8 %
Q 30 - "Compared with Q 31 - "What kind of ir (single-choice)	Response Yes No Ves No Ves Ves No Ves Ves No Ver Ves Ves No Ves Ves No Ves Ves No Ves No Ves No Ves No Ves Ves Ves No Ves No Ves No Ves Ves No Ves	49 % (4) 51 % (5) 60 r less support?" Gen Z 8 % (2) 44 % (4) 28 % (2) 46 % (4) 9 % (1) 9 % (1) 9 % (1) 17 7  Supportive 42.9% 59.9% 54.3% 40.2% 58.2 % supportive, 6.6 % strained Gen Z 29 % (3)	55.4 % (722) 44.6 % (564) Millennial 23.6 % (330) 56.3 % (788) 20.1 % (788) 20.1 % (282) Millennial 39.5 % (547) 10.1 % (144) 22.0 % (305) Strained 38.1 % 7.2 % 1.6 % 38.3 % 7.2 % 1.6 % 35.2 % neutral/mixed (n = 2,230)	% (87) 39.3 % (57)  Gen X 19.8 % (29) 49.6 % (73) 30.6 % (45)  Gen X 33.8 % (49) 13.7 % (20) 25.7 % (37) 5.9 % (37) 5.9 % (30)  Neutral / Mixed 19.0% 58.5%  Gen X 14.9 % (21) 47.7	57.3 % (1,120) 42.7 % (834) All Moms 54.4 % (1,064) 52.9 % (447) All Moms 37.1 % (724) 9.8 % (192) 52.9 % (488) 52.8 % (101) 52.0 % (488)
Q 30 - "Compared with Q 31 - "What kind of in (single-choice)  Q32How would you de Weighted thematic bn  Q33 - "Do you feel jud	Response Yes No Yes No Yes Yes No Yes No Yes No Yes No Yes No No Perceived change More support Less support About the same tergenerational support do you primarily receive?" Support type Childcare Financial help Emotional support Household help None None None None All Moms Gen Z Boomer All Moms Gen Z Rows ore volctile (n=8). Ged or your parenting choices?" Response Yes – a great deal Somewhat Not really Not at all Somewhat Not really Not at all Somewhat Not really Not at all more or less impact on you stryear, has societal pressure had more or less impact on you stryear, has societal pressure had more or less impact on you stryear, has societal pressure had more or less impact on you stryear, has societal pressure had more or less impact on you stryear, has societal pressure had more or less impact on you	49 % (4) 51 % (5) 60 r less support?" Gen Z 28 % (2) 44 % (4) 45 % (4) 9 % (1) 9 % (1) 9 % (1) 10 11 11 11 11 11 11 11 11 11 11 11 11	55.4 % (722) 44.6 % (564)  Millennial 23.6 % (330) 56.3 % (788) 20.1 % (282)  Millennial 39.5 % (547) 10.1 % (144) 10.1 % (149) 5.4 % (76) 22.0 % (305)  Strained 38.1 % 7.2 % 1.6 % 1.3 % 35.2 % neutral/mixed (n = 2,230)  Millennial 20.4 % (284) 53.7 % (766) 22.9 % (324) 3.0 % (41)	% (87) 39.3 % (57)  Gen X 19.8 % (29) 49.6 % (73) 30.6 % (48) % (49) 13.7 % (20) 25.9 % (30)  Neutral / Mixed 19.0% 32.9% 44.0% 58.5%  Gen X 14.9 % (21) 47.7 % (88) 31.5 % (69) 5.9 % (9)	57.3 % (1,120) 42.7 % (834) All Moms 22.7 % (443) 54.4 % (1,054) 22.9 % (472) 9.3 % (1972) 9.3 % (1972) 9.3 % (1972) 9.4 % (1372) 9.4 % (1372) 9.4 % (1372) 9.4 % (1372) 9.5 % (198) All Moms 19.4 % (1373) 19.4 % (1372) 22.4 % (480) 4.8 % (93)
Q 30 - "Compared with Q 31 - "What kind of in (single-choice)  Q32How would you de Weighted thematic bn  Q33 - "Do you feel jud	Response Yes No Yes No Yes No Yes Yes No Yes No Yes No Yes Yes No Yes No	49 % (4) 51 % (5) 60 r less support?" Gen Z 28 % (2) 44 % (4) 28 % (2) 46 % (4) 9 % (1) 9 % (1) 107  Supportive 4.4.9.% 4.2.9% 5.4.3% 40.2% 58.2 % supportive, 6.6 % strained  Gen Z 29 % (3) 43 % (2) — ur mental health?" Gen Z 29 % (3) 43 % (2) — ur mental health?" Gen Z 29 % (3)	55.4 % (722) 44.6 % (564)  Millennial 22.6 % (330) 56.3 % (788) 20.1 % (282)  Millennial 35.5 % (547) 10.1 % (144) 22.0 % (305)  Strained 35.5 % 5.5 %	% (87) 39.3 % (57)  Gen X 19.8 % (29) 49.6 % (23) 30.6 % (45)  Gen X 33.8 % (49) 13.7 % (20) 25.5 % (30) 20.9 % (30) 20.9 % (30) 40.9 % (21) 47.7 % (88) 31.5 % (68) 5.9 % (98) 9.9 % (98)	57.3 % (1,120) 42.7 % (834) 42.7 % (834) 42.7 % (834) 54.4 % (1,054) 52.9 % (443) 54.4 % (1,054) 52.9 % (443) 53.1 % (724) 93.8 % (192) 53.5 % (489)  All Moms 19.4 % (3,73) 53.3 % (1,032) 52.4 % (430) 4.8 % (93)
Q 30 - "Compared with Q 31 - "What kind of in (single-choice)  Q32How would you de Weighted thematic bn  Q33 - "Do you feel jud	Response Yes No Yes No Yes Yes No Yes Yes No Perceived change More support Less support About the same ttergenerational support do you primarily receive?" Support type Childzer Friancian Help Friancian Help Friancian Help Friancian Help Friancian Help More Support Household help None  Support Household help None  Support Household help None  Support Household help Response Gen Z Ge	49 % (4) 51 % (5) 60 r less support?" Gen Z 8 % (2) 44 % (4) 28 % (2) 44 % (4) 9 % (1) 9 % (1) 9 % (1) 17 7  Supportive 42.9% 59.9% 54.3% 40.2% 58.2 % supportive, 6.6 % strained  Gen Z 29 % (3) 29 % (3) 43 % (2) — ur mental health?" Gen Z	55.4 % (722) 44.6 % (564) Millennial 23.6 % (330) 56.3 % (788) 20.1 % (788) 20.1 % (282) Millennial 39.5 % (547) 10.1 % (144) 22.0 % (305) Strained 38.1 % 7.2 % 1.6 % 38.3 % 7.2 % 1.6 % 35.2 % neutral/mixed (n = 2,230) Millennial 20.4 % (284) 53.7 % (760) 22.9 % (324) 3.0 % (41)	% (87) 39.3 % (57)  Gen X 19.8 % (29) 49.6 % (23) 30.6 % (45)  Gen X 33.8 % (49) 13.7 % (20) 25.7 % (37) 5.9 % (37) 5.9 % (9) 20.9  Neutral / Mixed 19.0% 32.9% 44.0% 58.5%  Gen X 14.9 % (21) 47.7 % (68) 31.5 % (69) % (9)  Gen X 21.7	57.3 % (1,120) 42.7 % (834) All Moms 37.1 % (724) 9.8 % (93) All Moms 37.1 % (724) 9.8 % (93) All Moms 37.2 % (463) 52.4 % (463) 48.6 % (93) All Moms 38.3 % (93) All Moms 38.3 % (93) All Moms 38.3 % (93)
Q 30 - "Compared with Q 31 - "What kind of ir (single-choice)  Q32How would you de Weighted thematic bro Q 33 - "Do you feel jud	Response Yes No Ves No Ves No Verendendendendendendendendendendendendende	49 % (4) 51 % (5) 60 r less support?" Gen Z 28 % (2) 44 % (4) 28 % (2) 46 % (4) 9 % (1) 9 % (1) 9 % (1) 101 117  Supportive 42.2% 59.9% 54.3% 40.2% 58.2 % supportive, 6.6 % strained  Gen Z 29 % (3) 43 % (2)  ur mental health?" Gen Z 29 % (3) 11 % (1) 60 % (4) bour parenting?"	55.4 % (722) 44.6 % (564)  Millennial 22.6 % (330) 56.3 % (788) 20.1 % (282)  Millennial 35.5 % (547) 10.1 % (144) 22.0 % (305)  Strained 33.5 % 1.5 %	% (87) 39.3 % (57) 39.3 % (57) 39.3 % (57) 39.3 % (57) 49.6 % (73) 30.6 % (48) 13.7 % (29) 25.9 % (39) 27.9 % (39) 27.9 % (39) 27.9 % (39) 27.9 % (49) 13.7 % (29) 27.9 % (40) 5.5 % (49) 13.7 % (59) 27.9 % (59)	57.3 % (1,120) 42.7 % (834) 42.7 % (834) 42.7 % (834) 431 Moms 22.7 % (443) 54.4 % (1,054) 22.9 % (443) 54.4 % (1,054) 22.9 % (423) 54.1 % (124) 55.4 % (1,054) 25.0 % (489)  All Moms 19.4 % (1,73) 55.4 % (1,03) 52.4 % (430) 4.8 % (93)  All Moms 13.1 % (637) 13.1 % (637) 13.1 % (637)
Q 30 - "Compared with Q 31 - "What kind of ir (single-choice)  Q32How would you de Weighted thematic bro Q 33 - "Do you feel jud	Response Yes No Yes No Yes Yes No Yes No Your own childhood, do you feel today's mothers have mon Perceived change More support Less support About the same tergenerational support do you primarily receive?" Support type Financial help Financial help Financial help Financial help More Household help None Suscribe your relationship with your parents/in-laws asa pare sakdown of Q 32 (open-ended) Cohort Gen Z Millennial Gen X Boomer All Mors Boomer All Mors Gen Z rows are volatile (ne8). ged or scrutinized for your parenting choices?" Response Yes — a great deal Somewhat Not at all Not at all Not at all Not at all Not a same use primpact Less impact About the same Ou experience stress / anxiety about how others perceive you Frequency 1 — Never	49 % (4) 51 % (5) 60 r less support?" Gen 2 28 % (2) 44 % (4) 28 % (2) 46 % (4) 9 % (1) 9 % (1) 9 % (1) 107  Supportive 42.9% 42.9% 42.9% 43.43% 40.2% 58.2 % supportive, 6.6 % strained  Gen Z 29 % (3) 43 % (2) — ur mental health?" Gen Z 29 % (3) 11 % (1) 50 % (4) 50 your parenting?" Gen Z	55.4 % (722) 44.6 % (564)  Millennial 22.6 % (330) 56.3 % (788) 20.1 % (282)  Millennial 39.5 % (547) 10.1 % (144) 22.0 % (30) 54.3 % (19) 54.3 % (19) 54.3 % (19) 55.4 % (19) Millennial 30.5 % (284) 3.5.2 % neutral/mixed (n = 2,230)  Millennial 30.9 % (460) 14.3 % (180) 52.8 % (739)  Millennial 32.9 % (460) 14.3 % (180) 52.8 % (739)	% (87) 39.3 % (57)  Gen X 19.8 % (29) 49.6 % (23) 30.6 % (45)  Gen X 33.8 % (49) 13.7 % (20) 25.7 % (37) 5.9 % (37) 5.9 % (37) 5.9 % (38) 32.9% 44.0% 58.5%  Gen X 14.9 % (21) 47.7 % (68) 31.5 % (68) 5.9 % (9) % (9) % (9) % (10) % (25) 61.3 % (85) % (87) % (88)	57.3 % (1,120) 42.7 % (834) All Moms 37.1 % (724) 9.3 % (193) All Moms 19.4 % (193) All Moms 19.5 % (193)
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Q 30 - "Compared with Q 31 - "What kind of ir (single-choice)  Q32How would you de Weighted thematic bro Q 33 - "Do you feel jud	Response Yes No Yes No Yes Yes No Yes Yes Yes No Perceived change More support Less support About the same tergenerational support do you primarily receive?" Support type Childcare Financial help Emotional support Household help None Surpice your relationship with your parents/in-laws asa parents/in-laws	49 % (4) 51 % (5) 60 r less support?" Gen Z 28 % (2) 44 % (4) 49 % (1) 9 % (1) 9 % (1) 9 % (1) 9 % (1) 9 % (1)  77 % (3) 9 % (1) 9 % (1)  78 Supportive 42.9% 59.9% 54.3% 40.2% 58.2 % supportive, 6.6 % strained  Gen Z 29 % (3) 43 % (2)  ur mental health?" Gen Z 22 % (6) 10 % (4) pur parentiag?" Gen Z 21 % (1) 10 % (4) pur parentiag?" Gen Z 21 % (1) 10 % (4)	55.4 % (722) 44.6 % (564)  Millennial 23.6 % (330) 56.3 % (788) 20.1 % (282)  Millennial 33.5 % (547) 33.5 % (547) 33.5 % (547) 33.6 % (319) 5.4 % (76) 22.0 % (305)  Strained 38.1 % 7.2 % 1.3 % 7.2 % 1.3 % 1.3 % 1.3 % 1.3 %  Millennial 20.4 % (284) 53.7 % (760) 32.9 % (324) 3.0 % (41)  Millennial 32.9 % (739)  Millennial 32.8 % (690) 13.8 % Millennial 32.8 % (739)	% (87) 39.3 % (57)  Gen X 19.8 % (29) 49.6 % (23) 30.6 % (48)  Gen X 33.8 % (49) 13.7 % (37) 5.9 % (30)  Neutral / Mixed 19.0% 32.9% 44.0% 58.5%  Gen X 14.9 % (21) 47.7 % (68) 31.5 % (68) 5.9 % (69)  Gen X 11.7 % (31) 17.0 % (51) 61.3 % (55) 61.3 % (65)  Gen X 7.0 % (10) 33.1 % (47) 40.7	57.3 % (1,120) 42.7 % (834) 411 Mores 22.7 % (443) 54.4 % (1,054) 22.9 % (443) 54.4 % (1,054) 22.9 % (4724) 93.8 % (1928) 411 Mores 19.4 % (1,054) 25.0 % (489)  All Mores 19.4 % (373) 55.2 % (101) 25.0 % (489)  All Mores 33.1 % (637) 13.1 % (523) 53.8 % (1,033) 43.8 % (303)
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Q 30 - "Compared with Q 31 - "What kind of in (single-choice)  Q32How would you de Weighted thematic bn  Q 33 - "Do you feel jud  Q 34 - "Compared to la  Q 35 - "How often do you Q 36 - "What source co	Response Yes No Yes No Yes Yes No Yes Yes Yes No Yes	49 % (4) 51 % (5) 60 r less support?" 60	55.4 % (722) 44.6 % (564)  Millennial 23.6 % (330) 56.3 % (788) 20.1 % (282)  Millennial 335.5 % (481) 30.3 % (484) 23.0 % (319) 5.4 % (76) 22.0 % (305)  Strained 38.1 % 7.2 % 1.3 % 35.2 % neutral/mixed (n = 2,230)  Millennial 20.4 % (284) 53.7 % (780) 32.0 % (480) 1.3 % (480) 1.3 % (411)  Millennial 3.2 % (460) 1.4 3 % (180) 5.2 8 % (739)  Millennial 5.4 % (73) 2.8 % (739)  Millennial 5.4 % (73) 5.2 % (460) 1.1 % (126) 5.0 % (71)  Millennial 5.3 % (606) 1.1 1.1 % (236) 5.0 % (71)	% (87) 39.3 % (57)  Gen X 19.8 % (29) 49.6 % (29) 49.6 % (23) 30.6 % (45)  Gen X 33.8 % (40) 32.7 % (37) 5.9 % (30)  Neutral / Mixed 19.0% 32.9% 44.0% 58.5%  Gen X 14.9 % (21) 47.7 % (31) 17.7 % (31) 17.0 % (47) 47.7 % (31) 17.0 % (48) 51.5 % (48) 5.9 % (49) 31.5 % (47) 40.7 % (59) 15.9 % (25) 61.3 % (85)  Gen X 7.0 % (10) 33.1 % (47) 40.7 % (59) 15.9 % (47) 40.7 % (59) 15.9 % (47) 40.7 % (59) 15.9 % (47) 40.7 % (59) 15.9 % (10)  Gen X 28.8 % (41) 33.8 % (5)  Gen X 28.8 % (41) 33.8 % (5)  Gen X 28.8 % (41) 33.8 % (5)  Gen X 28.8 % (41) 31.6 % (61) 69 % (10)  Gen X 14.0 % (20) 26.0 % (37) 39.4	57.3 % (1,120) 42.7 % (834) 42.7 % (834) 42.7 % (834) 42.7 % (844) 54.2 % (1,054) 22.9 % (447) 54.3 % (1,054) 22.9 % (447) 22.9 % (447) 22.9 % (447) 23.9 % (489) 43.4 % (837) 33.1 % (637) 31.1 % (525) 53.8 % (10,033) 43.8 % (830) 43.3 % (833) 43.3 % (8
Q 30 - "Compared with Q 31 - "What kind of in (single-choice)  Q32How would you de Weighted thematic bn  Q 33 - "Do you feel jud  Q 34 - "Compared to la  Q 35 - "How often do you Q 36 - "What source co	Response Yes No Ver No Ver Ver Ver No Ver	49 % (4) 51 % (5) 60 r less support?" 60 r 2 28 % (2) 44 % (4) 45 % (4) 9 % (1) 9 % (1) 101 101 101 101 102 103 103 104 105 105 105 105 105 105 105 105 105 105	55.4 % (722) 44.6 % (564)  Millennial 22.5 % (330) 56.3 % (788) 20.1 % (282)  Millennial 39.5 % (547) 10.1 % (14) 10.1 % (14) 10.2 % (16) 22.0 % (305)  Strained 38.1 % 7.2 % 1.6 % 1.3 % 35.2 % neutral/mixed (n = 2,230)  Millennial 20.4 % (284) 53.7 % (766) 22.9 % (324) 3.0 % (41)  Millennial 32.9 % (466) 14.3 % (73) 28.5 % (806) 21.2 % (301) 32.5 % (466) 32.9 % (460)	% (87) 39.3 % (57)  Gen X 19.8 % (29) 49.6 % (23) 30.6 % (48)  Gen X 33.8 % (49) 33.7 % (49) 33.7 % (37) 5.9 % (30)  Neutral / Mixed 19.0% 32.9% 44.0% 58.5%  Gen X 14.9 % (21) 47.7 % (61) 11.7 % (61) 5.9 % (68) 31.5 % (65) 5.9 % (68) 31.5 % (70) 5.9 % (70) 6.1 % (70) 7.1 % (	57.3 % (1,120) 42.7 % (834)  All Moms 37.1 % (724) 9.3 % (147)  All Moms 19.4 % (1373) 53.4 % (1,034) 25.0 % (489)  All Moms 19.4 % (1373) 53.4 % (1,033) 53.1 % (637) 13.1 % (252) 53.8 % (1013) All Moms 13.1 % (637) 13.1 % (252) 53.8 % (1013) All Moms 13.1 % (637) 13.1 % (252) 53.8 % (1016) All Moms 13.1 % (637) 13.1 % (637) 13.1 % (252) 13.3 %  All Moms 13.4 % (830) 13.3 %  All Moms 13.5 % (1016) 13.5 %
Q 30 - "Compared with Q 31 - "What kind of in (single-choice)  Q32How would you de Weighted thematic bn  Q 33 - "Do you feel jud  Q 34 - "Compared to la  Q 35 - "How often do you Q 36 - "What source co	Response Yes No Yes No Yes Yes No Yes Yes No Yes Yes Yes Yes No Yes Yes Yes Yes Yes Yes Yes Yes Yes No Yes Wes Wes Yes Wes Wes Wes Wes Wes Wes Wes Wes Wes W	49 % (4) 49 % (4) 51 % (5) 6 or less support?" Gen	55.4 % (722) 44.6 % (564)  Millennial 23.6 % (330) 56.3 % (788) 20.1 % (282)  Millennial 33.5 % (547) 33.5 % (547) 33.5 % (547)  Millennial 23.0 % (319) 5.4 % (76) 22.0 % (305)  Strained 38.1% 7.2% 1.3% 35.2 % neutral/mixed (n = 2,230)  Millennial 20.4 % (284) 53.7 % (760) 32.9 % (304) 33.0 % (61)  Millennial 22.8 % (739)  Millennial 5.4 % (73) 22.8 % (739)  Millennial 4.6 % (73) 25.8 % (739)  Millennial 4.6 % (606) 17.1 % (236) 5.0 % (71)  Millennial 4.9 % (606) 17.1 % (236) 5.0 % (71)  Millennial 4.9 % (606) 17.1 % (236) 5.0 % (71)  Millennial 4.9 % (577) 32.5 % (468) 10.3 % (1507) 32.5 % (468) 10.3 % (1507) 32.5 % (537) 32.5 % (5507)	% (87) 39.3 % (57) 39.3 % (57)  Gen X 19.8 % (29) 49.6 % (73) 30.6 % (48) 13.7 % (20) 25.9 % (49) 13.7 % (20) 25.9 % (30)  Neutral / Mixed 15.0% 22.9% 44.0% 58.5%  Gen X 14.9 % (21) 47.7 % (68) 31.5 % (68) 5.9 % (70) 6.6 % (71) 7.7	57.3 % (1,120) 42.7 % (834) 42.7 % (834) 42.7 % (834) 42.7 % (844) 54.2 % (1,054) 52.2 % (4047) 43.1 Moms 13.4 % (1,054) 52.2 % (1011) 25.0 % (489)  All Moms 13.4 % (1,026) 52.4 % (4,026) 52.4 % (4,026) 53.8 % (637) 53.1 % (637) 53.1 % (637) 53.8 % (733) 53.8 % (733) 53.8 % (733) 53.8 % (733) 53.8 % (733) 53.8 % (733) 53.8 % (733) 53.8 % (733) 53.8 % (733) 53.8 % (733) 53.8 % (733) 53.8 % (733) 53.8 % (733) 53.8 % (733) 53.8 % (733) 53.8 % (733) 53.8 % (733) 53.8 % (733) 53.8 % (733) 53.9 % (833) 53.9 % (833)

Q 38 · "Compared to li	ast year, do you feel more or less connected to others in a m Feeling vs last year More connected	eaningful way?" Gen Z 43 % (4)	Millennial 28.3 % (503)	Gen X 24.2 % (34) 32.9	All Moms 26.5 %
	Less connected About the same	33 % (3) 24 % (2)	34.4 % (628) 37.3 % (546)	% (46) 42.9 % (64)	(503) 32.6 % (620) 40.9 %
Q 39 · "Do you feel yo	ur experience of motherhood is lonelier than you expected?" Response Yes No	Gen Z 78 % (7) 22 % (2)	Millennial 71.8 % (1,007) 28.2 % (396)	Gen X 62.4 % (89) 37.6 % (54)	(777) All Moms 70.0 % (1,330) 30.0 % (570)
Q 40 · "Which best de	scribes your social support system?" Support system	Gen Z	Millennial	Gen X 28.2	All Moms
	Strong in-person support Strong online support Some support but could use more Minimal support	37 % (3) 18 % (2) 33 % (3) 12 % (1)	33.1 % (594) 26.0 % (466) 46.8 % (833) 14.1 % (203)	% (42) 8.9 % (12) 50.4 % (72) 12.5 % (18)	32.4 % (615) 21.0 % (387) 46.5 % (883) 16.9
Q 41 · "Are you conce	ned your child is experiencing social isolation or anxiety?" Response Yes No	Gen Z 43 % (4) 57 % (5)	Millennial 29.0 % (431) 71.0 % (1,060)	Gen X 23.2 % (34) 76.8 % (112)	% (322) All Moms 25.7 % (480) 74.3 % (1,390)
Q 42 · "Compared to la	ast year, do you feel more or less concerned about your child Concern vs last year	's social-emotional well-being?" Gen Z	Millennial	Gen X 28.2	All Moms
	More concerned Less concerned About the same	55 % (5) — 45 % (4)	36.2 % (563) 14.6 % (215) 49.2 % (764)	% (41) 18.1 % (26) 53.7 % (78)	33.2 % (621) 15.7 % (294) 51.1 %
Q 43 · "What changes	have you observed in your child's social behaviour over the Observed change More anxious / withdrawn	past year?"  Gen Z  46 % (4)	Millennial 38.4 % (603)	Gen X 29.1 % (42) 55.3	(955) All Moms 33.4 %
O 44 · "How confident	No major change More engaged / confident  are you in helping your child navigate social pressures today	33 % (3) 21 % (2)	47.9 % (749) 13.7 % (218)	% (42) 35.3 % (80) 15.6 % (23)	33.4 % (640) 46.1 % (862) 32.5 % (608)
	Rating 1 – Not at all	Gen Z - 19 % (2) 38.2	Millennial 5.0 % (75)	Gen X 5.8 % (8) 19.0	All Moms 4.9 % (94)
	2 – Slightly 3 – Somewhat 4 – Mostly 5 – Very	% (4) 19.1 % (2) 42.7 % (2)	20.6 % (282) 40.6 % (581) 27.8 % (380) 6.0 % (68)	% (30) 38.5 % (58) 30.1 % (41) 6.6 % (7)	19.9 % (361) 40.3 % (798) 28.3 % (511) 6.7 % (106)
Q 45 · "Compared to la	ast year, do you feel more or less socially isolated?" Feeling vs last year	Gen Z	Millennial	Gen X 34.6	All Moms
	More Less About the same	71.4 % (5) - 28.6 % (3)	35.7 % (480) 24.8 % (346) 39.5 % (560)	% (47) 16.4 % (25) 49.0 % (72)	35.3 % (634) 23.2 % (430) 41.6 %
Q 46 · "Which channel	s help you feel most connected to others?" (select ≤ 2)  Channel (select-any)	Gen Z	Millennial	Gen X 61.5	(797) All Mom:
	In-person meet-ups Online groups	61.8 % (4) 9.5 % (1) 9.5 % (1)	72.8 % (1,024) 14.7 % (188)	% (80) 18.4 % (25) 26.7	70.6 9 (1,329) 14.5
	Social media Therapy / support groups I don't feel connected  (Percent = share of respondents in cohort selecting that cf	52.3 % (3) 19.1 % (2)	21.7 % (289) 15.1 % (209) 12.8 % (192)	% (32) 14.1 % (17) 19.8 % (34)	% (252) 21.7 % (388) 14.9 % (273) 13.8 % (286)
Q 47 · "Have your feel	ings of loneliness shifted as your children have grown older?				
	Response Yes – they've changed No Not sure	Gen Z 54 % (5) 33 % (3) 13 % (1)	Millennial 36.4 % (513) 44.5 % (627) 19.1 % (274)	Gen X 24.2 % (35) 54.4 % (79) 21.4 % (30)	All Moms 34.3 % (632) 25.7 % (472) 40.0 %
Q 48 · "How often do y	you feel misunderstood by people who share your cultural or Rating	Gen Z	Millennial	Gen X 10.3	(736) All Moms
	1 – Never 2 – Rarely 3 – Sometimes	11 % (1) 22 % (2) 46 % (4)	7.6 % (111) 28.9 % (422) 49.0 % (715)	% (15) 24.7 % (37) 45.3 % (67) 13.7	7.9 % (145) 28.8 % (530) 48.1
O 49 · "How aften da v	4 – Often 5 – Always you feel your lived experience as a mother is represented in a	11 % (1) 10 % (1)	12.1 % (177) 2.4 % (35)	% (20) 6.0 % (9)	% (885) 13.4 % (247) 1.8 % (33)
	Rating 1 – Never 2 – Rarely	Gen Z 14 % (1) 44 % (4)	Millennial 7.6 % (116) 33.2 % (486)	Gen X 7.2 % (11) 29.7 % (44) 48.3	All Moms 6.6 % (121) 31.7 %
	2 – Aatery 3 – Sometimes 4 – Often 5 – Always	33 % (3) 9 % (1)	45.6 % (684) 11.0 % (161) 1.5 % (22)	% (44) 46.5 (72) 12.3 % (18) 2.5 % (4)	(584) 47.7 % (878) 13.1 % (241) 0.9 % (16)
Q 50 · "How has your	employment status changed in the last year?"  Change in status (select-all) Unchanged Paused	Gen Z	Millennial	Gen X	All Moms
	plans to change jobs Quit job Laid off / furloughed Pay / hours reduced Retired / left workforce Not employed last year Other (multi-select; rows can	41% 12% 19%	56% 6% 9% 6% 8% 2% 13%	62% 4% 4%	58% 6% 7% 6% 8% 2%
	sum > 100 % within cohorts)	8% 14% -	12%	5% 6% 3%	11% 12%
		24% 11%		11% 8%	
Q 51 · "If employed, w	hat benefits does your employer offer that support you as a Benefit offered	mother?" Gen Z	Millennial	Gen X	All Moms
	Position flexibility (remote/part-time) Paid maternity leave Equal mat / pat leave	62% 38% 29%	46% 35% 22% 18% 3% 6%	39% 31% 18%	43% 40% 20% 17% 3% 6%
	Appropriate compensation On-site childcare	14% 6%	10% 32%	17% 2%	9% 32%
	Child-care subsidy Manager proactive communication No relevant benefits	8% 11% 27%		4% 7% 38%	
Q 52 · "If you changed	employment status, what was the primary reason?"	07	Adlicated	G Y	
	Primary reason Wanted to stay home with children Money (better pay)	Gen Z 36% 22%	Millennial 31% 16% 14% 13%	Gen X 18% 12%	All Moms 27% 11% 14% 12%
	Lack of childcare Requirement to return to office Toxic workplace	21% 9% 7%	8% 10% 3% 18%	9% 15% 11%	7% 10% 3% 23%
	Career goals changed Moved Other / N.A.	12% - 14%		14% 4% 27%	
Q 53 · "Which best de	scribes your mentality around combining a career and mothe Mentality	erhood under current circumstances Gen Z 9	?" Millennial	Gen X 9	All Moms
	Empowered – becoming a mother helps me excel Optimistic – it's possible to combine creatively	% (1) 29 % (3) 33	14 % (247) 35 % (498)	% (16) 26 % (47) 31	13 % (229) 31 % (559)
	Frustrated – need a new arrangement Burnt out – don't believe it's possible Not applicable / Other	% (1) 10 % (1) 19 % (2)	28 % (461) 22 % (356) balance	% (56) 26 % (47) bal ance	26 % (465) 20 % (378) 20 % (345)
Q 54 · "On average, ho	ow many hours of childcare do you have per week?" Hours per week	Gen Z	Millennial	Gen X 11	All Moms
	0 h 1-10 h 11- 20 h 21-30 h 31-40 h 41-50	19 % (2) 19 % (2) 10 % (1)	13 % (175) 11 % (149) 12 % (171)	% (18) 9 % (16) 9 % (15) 14 %	13 % (228) 11 % (196) 12 % (215)
	h 51 + h Not applicable	10 % (1) 33 % (1) 19	13 % (187) 24 % (431)	(24) 24 % (378) 20 %	11 % (188) 24 % (431)
		19 %(2)	20 % (363) 3 % (50) 4 % (68)	(315) 3 % (48) 10 % (171)	20 % (363) 3 % (50) 10 % (171)
Q 55 · "What are your	primary sources of childcare? (select all)" Source (select-any)	Gen Z	Millennial	Gen X	All Moms

	Self (primary caregiver) Partner Family member Day-care center Day-care home-based	71% 52% 62% 10%	46% 38% 35% 35% 15%	35% 34% 23% 37% 10%	45% 38% 34% 35% 15%
	Nanny / babysitter School + before/after care No longer need (Rows can sum > 100 % within a cohort.)	10%	15% 23% 4%	9% 35% 12%	15% 23% 5%
Q 56 · "What best descr	ibes your feelings toward your current childcare situation?" Feeling	, Gen Z	Millennial	Gen X 17.5	All Mom
	Very satisfied Satisfied Dissatisfied Very dissatisfied Not applicable	19 % (2) 52 % (3) 19 % (2) - 9 % (1)	15.9 % (235) 54.0 % (799) 16.9 % (250) 5.3 % (78) 7.9 %	% (26) 52.7 % (78) 18.2 % (29) 5.8 % (9) 5.8 % (9)	16.4 9 (291) 54. % (962 16.7 9 (295) 5.2 9 (93) 7.6 9
Q 58 · "Has the stress Gen Z 52 % (3) 10 % (1)	or cost of childcare ever made you consider leaving the v 3R&s(dhse Yes No Not applicable	vorkforce?"	(120) Millennial 50.3 % (693) 33.5 % (484)	Gen X 46.1 % (68) 34.0 % (50) 19.9 % (29)	(135) All Mom 46.9 9 (833) 34.2 % (618
Q 59 · "How often does	an unpaid caregiver (family, neighbor, friend, grand-parent) Frequency of unpaid help	look after your child/ren?" Gen Z	16.2 % (235) Millennial	Gen X 3	18.3 9 (325) All Moms
	Daily A few times per week A few times per month Once per month Once a quarter / holidays I don't have this kind of support Not applicable	22% (2) 33% (3) 22% (2) — — 23 % (2) —	7 % (99) 17 % (243) 22 % (325) 14 % (211) 15 % (226)	(14) 19 % (14) 19 % (29) 17 % (25) 27 % (40) 20 % (29) 5 % (8)	5 % (92) 15 % (262) 22 % (385) 14 % (251) 21 % (379) 16 % (279) 7 % (128)
Q 60 · "How would you	describe your current financial situation?"		19 % (287) 6 % (97)		
	Situation Comfortable Managing but stretched In debt & struggling Financially dependent on others	Gen Z 9 % (1) 54 % (5) 29 % (2) 8 % (1)	Millennial 31 % (471) 47 % (713) 18 % (260) 4 % (63)	Gen X 43 % (63) 39 % (57) 15 % (22) 3 % (5)	All Moms 34 % (607) 49 % (872) 13 % (229) 2 % (43)
	t year, do you feel more or less financially secure?" Financial security vs last year More secure Less secure About the same	Gen Z 19 % (2) 57 % (5) 24 % (2)	Millennial 18 % (270) 49 % (706) 33 % (478)	Gen X 23 % (34) 39 % (57) 38 % (55)	All Moms 20 % (358) 46 % (814) 33 % (579)
Q 62 · "What are your t	pp two causes of financial stress?" (select ≤ 2) Stressor Childcare Housing Debt Healthcare	Gen Z 67 % (6) 48 % (4) 43 % (4) 19 % (2)	Millennial 44 % (675) 38 % (582) 24 % (367) 14	Gen X 27 % (40) 29 % (43) 15 % (22) 19 % (28) 37 % (55) 9	All Moms 39 % (675) 35 % (605) 23 % (396) 17 % (291) 15 % (269)
	Education costs Employment insecurity U.S. economic uncertainty Other  (Percent = share of respondents in cohort selecting that str	10 % (1) 38 % (3) 29 % (2)  ressor; rows can sum > 100 %.)	% (216) 17 % (263) 18 % (278) 44 % (679) 3 %	% (14) 45 % (68) 4 % (6)	15 % (269) 17 % (291) 44 % (769) 8 % (134)
Q 63 · "Are you worried	your children will not be able to afford the life you hope for Response Yes No	r them?" Gen Z 81 % (6) 19 % (2)	(52) Millennial 64 % (892) 36 % (495)	Gen X 65 % (101) 35 % (54)	All Moms 64 % (1 125 36 % (626)
Q 64 · "Do you believe a	AI will play a significant role in your child's education or care Response Yes No Not sure	eer?" Gen Z 62 % (4) 29 % (3) 10 % (1)	Millennial 61 % (856) 8 % (90) 31 % (444)	Gen X 57 % (86) 14 % (21) 29 % (44)	All Moms 59 % (1 027 7 % (127) 33 % (573)
Q 65 · "How prepared o	o you feel to guide your child in navigating Al tools?" Rating (1 = Not at all 5 = Very)  1 – Not at all  2 – Slightly  3 – Somewhat  4 – Mostly  5 – Very	Gen Z 38 % (4) 52 % (3) 10 % (1)	Millennial 42 % (601) 24 % (333) 24 % (347) 8 % (116) 2 % (30)	Gen X 30 % (44) 27 % (39) 33 % (49) 8 % (12) 2 % (3)	All Moms 43 % (745) 26 % (451) 22 % (374) 7 % (116) 2 % (41)
	gest concern about Al and parenting?" (single choice) Concern Privacy Job-loss future Misinformation Lack of control Not concerned	Gen Z 43 % (2) 19 % (2) 10 % (1) 19 % (2) 10 % (1)	Millennial 43 % (640) 15 % (221) 20 % (295) 17 % (249) 5 % (74)	Gen X 42 % (61) 12 % (17) 22 % (32) 19 % (28) 5 % (8)	All Moms 42 % (711) 9 % (147) 23 % (398) 16 % (285) 7 % (121)
Q 67 · "Has your interes	t or use of Al tools changed since last year?" Change Increased Decreased Stayed the same Not using	Gen Z 43 % (2) 19 % (2) 10 % (1) 29 % (3)	Millennial 43 % (583) 7 % (97) 36 % (486) 14 % (188)	Gen X 36 % (53) 9 % (13) 44 % (65) 11 % (17)	All Moms 41 % (711) 6 % (110) 26 % (445) 27 % (461)
	uf Gel over-whelmed managing screen-time?" Rating 1 - Newer 2 - Rarely 3 - Sometimes 4 - Frequently 5 - Constantly	Gen Z 11 % (1) 22 % (2) 44 % (4) 11 % (1) 12 % (1)	Millennial 13 % (183) 24 % (338) 36 38 (514) 19 % (270) 8 % (117)	Gen X 19 % (28) 28 % (40) 34 % (49) 15 % (22) 4 % (5)	All Moms 15 % (256) 23 % (376) 36 % (615) 18 % (316) 8 % (130)
Q 69 · "Are you confide	nt your child has a healthy relationship with tech?" Response Yes No Not sure	Gen Z 32 % (3) 46 % (4) 22 % (2)	Millennial 40 % (572) 35 % (504) 25 %	Gen X 53 % (79) 29 % (43) 18 % (26)	All Moms 44 % (748) 33 % (572) 23 % (387)
Q 70 - "What's your big	yest tech-parenting challenge?" (single choice) Challenge Screen-time limits Orline safety Social-media pressure Educational value Trend-tracking Social isolation	Gen Z 61% 19% 9% 5% 4% 2%	(359) Millennial 58% 24% 7% 6% 3% 2%	Gen X 51% 27% 6% 9% 4% 3%	All Moms 57% 22% 7% 7% 5% 5%
Q 71 · "Compared to la	t year, are your digital-world concerns stronger or weaker? Feeling vs last year Stronger Weaker About the same	Gen Z 67% 4% 29%	Millennial 58% 4% 38%	Gen X 44% 5% 51%	All Moms 57% 4% 39%
Q 72 · "Top 2 skills your	child will need to thrive" (select ≤ 2) Skill (select any) Tech fluency Emotional intelligence Emotional intelligence Resilience Creativity Financial literacy (Rows can sum > 100 %.)	Gen Z 69% 41% 38% 29% 22% 12%	Millennial 45% 64% 40% 28% 24% 14%	Gen X 31% 66% 45% 35% 17% 18%	All Moms 39% 64% 39% 27% 17% 23%
Q 73 · "Do you feel scho	ols prepare kids for real-world success?" Response Yes No	Gen Z 11% 62%	Millennial 8% 55%	Gen X 9% 50%	All Moms 9% 54%

	Unsure	27%	37%	41%	37%
Q 74 · "How confident	are you that you can help your child build future-ready skill	s?"			
	Rating	Gen Z	Millennial	Gen X	All Moms
	1 – Not at all	19%	15% 34%	12%	2% 14%
	2 – Slightly	29%	41% 8%	28%	40% 14%
	3 – Somewhat	38%	2%	40%	5%
	4 – Mostly	11%		17%	
	5 – Very	3%		3%	
Q 75 "How confident	are you in your government's ability to protect your childre				
	Rating	Gen Z	Millennial	Gen X	All Moms 63.54%
	1 Not at all	28.6% (7)	65.4% (1459)	53.4% (144)	
	2 Slightly 3 Somewhat	9.5% (2) 19.1% (1)	21% (954) 10.7% (306)	30.8% (77) 9.9% (44)	(1071) 21.85% (368)
	4 Mostly	0% (0)	2.5% (156)	2.4% (2)	11.04% (186)
	5 Verv	42.7%(3)	0.5% (36)	3.5% (5)	2.48% (42)
					1.08% (18)
Q 76 "Top issues whe	n voting (choose ≤ 3)" Rank	Gen Z	Millennial	Gen X	All Moms
	RdIK	School safety 62 %	Gun laws 53 %	School safety 61 %	Gun Laws 66 %
		Food/FDA 38 %	School safety 52 %	Food/FDA 47 %	School Safety 48 %
		Paid family leave 38 %	Reproductive rights 50 %	Reproductive rights 43 %	Food/FDA 40 %
Q 77 "Do you feel you	ir voice as a mother is heard in the political system?"				
	Cohort	Yes	No	Not sure	
	Gen Z	10%	48%	43%	
	Millennial	8%	75%	17%	
	Gen X	6%	65%	29%	
	re you with the frequency of sex?"				
Rating		Gen Z	Millennial	Gen X	All Moms
Very / Dissatisfied (1-2	1)	9%	37% 37%	44%	37% 37%
Neutral (3) Satisfied (4-5)		38% 52%	26%	40% 16%	26%
Satisfied (4-5)		52%		16%	
Q 79 "Sex frequency					
	Change	Gen Z	Millennial	Gen X	All Moms
	Less often About the same	62% 29%	39% 43% 15%	29% 44%	39% 43% 15%
	More often	10%	15%	44% 7%	15%
	Wore often	10/6		770	
Q 80 "How satisfied a	re you with the quality of your sex life?"				
	Satisfaction	Gen Z	Millennial	Gen X	All Moms
	Dissatisfied (1-2)	10% 38%		44% 40%	37% 37% 26%
	Neutral (3) Satisfied (4-5)	52%		17%	26%
Q 81 "What influence	s your level of sexual satisfaction?" (select ≤ 3) – Top 3 drive Cohort	rs #1 Factor Mv own	#2	#3	
	Gen 7	interest/desire 57 %		Relationship dynamics 48 %	
	Millennial	Time/energy 74 %	Time/energy 52 %		
	Gen X	Time/energy 60 %	Mental-emotional exhaustion 7  Mental-emotional exhaustion 49	%My own interest/desire 57 % %My own interest/desire 41 %	
0.003475					
Q 62 What is your cur	rent employment status? Full-time employed	12.50% (1)	58.37% (809)	44.71% (93)	40.49% (903)
	Part-time employed	25.00% (2)	12.77% (177)	13.94% (29)	9.33% (208)
	Self-employed	12.50% (1)	7.43% (103)	8.17% (17)	5.43% (121)
	Stay-at-home parent	37.50% (3)	16.52% (229)	13.46% (28)	11.66%
	U ne mpl oye d	0.00% (0)	4.62% (64)	19.71% (41)	(260) 4.71%
	Student	12.50% (1)	0.29% (4)	0.00% (O)	(105) 0.22%
					(5)
O 83 Which best des	cribes your racial or ethnic identity?				
	Response	Gen Z	Millennial	Gen X +	Total
	W hite	87.5	79.8%	76.0%	79.3
	Black or African American	96	3.4%	6.3%	%
	Hispanic or Latina/o/x	0.0%	6.8%	3.8%	3.7%
	Asian or Asian American	12.5	5.4%	5.3%	6.4% 5.4%
	Native American or Alaska Native	96	1.0%	2.9%	1.2%
	Native Hawaiian or Pacific Islander Middle Eastern or North African	0.0%	0.4%	1.0%	0.4%
	Central or South African	0.0%	1.6%	1.9%	1.6%
	Prefer not to answer	0.0%	1.3%	2.4%	0.4%
	Training to district	0.0%	1.570	2.470	1.4%
Q 84 How many child	ren do you have?	0.0%			
		Gen Z	Millennial	Gen X +	Total
	0, Pregnant or Trying to conceive	12.50%	2.45% (34)	5.77% (12)	2.11% (47)
	One child	(1)	35.14%	33.17%	25.11%
	Two children 3 or more	50.00%	(487) 47.19%	(69) 37.02%	(560) 32.91%
	3 of more	(4) 37.50%	(654)	(77)	(734)
		(3) 0,00%		24.04%	11.70%
Q 85 Which of the fol	lowing best describes your age?	37.50% (3) n 200% (0)	15.22% Millennial (211)	24.04% (50) X+	(261)
		8	2014	208	