MOTHERLY

State of Motherhood

2025 SURVEY REPORT

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 The schools we rely on to equip our kids for the future feel outdated and woefully underfunded.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 AI 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 (Q 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)

(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%**	**72%**	**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 × 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 · "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.

Q 73 · "Do you feel schools prepare kids for real-world success?"

	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.

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.

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.

Q 9 · "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%

Q 9 · "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

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.

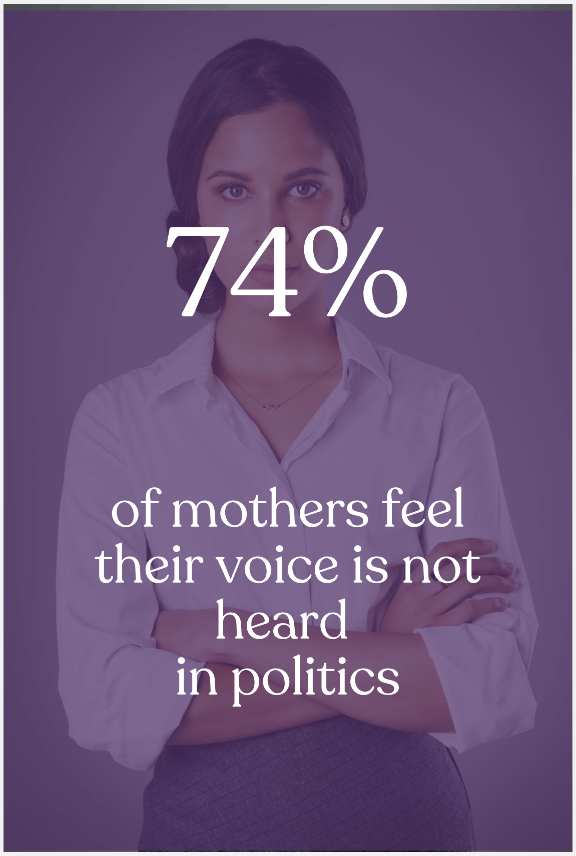
The generational gradient tells its own story: the youngest mothers, still early in their careers and carrying the heftiest student-loan balances, are the most pessimistic.

Q 77 · "Do you feel your voice as a mother is heard in politics?"

	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%**
[illegible]	33%	33%	36%	33%
[illegible]	24%	41%	40%	41%

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

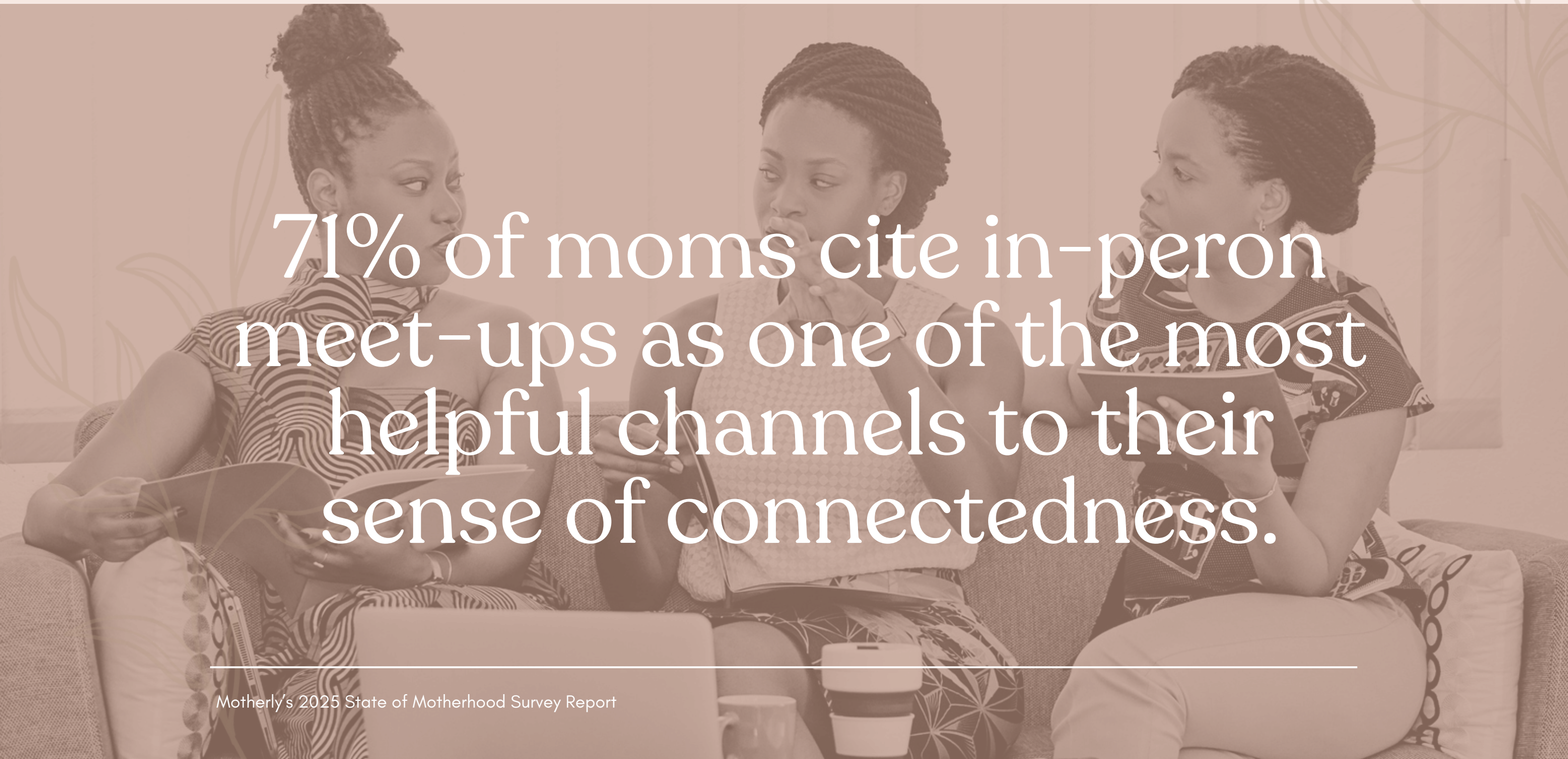
Rebounding Personal Connection

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.

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%



71% of moms cite in-peron meet-ups as one of the most helpful channels to their sense of connectedness.

What's Driving the Rebound in Feelings 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 real-world 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 AI 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.

Q 1 · "Have you ever left or reduced your work hours due to childcare costs or availability?"

	Gen Z	Millennial	Gen X	All Moms
Yes	78.5% (9)	61.8% (1379)	64.7% (93)	61.6% (1471)
No	21.5% (3)	38.2% (853)	35.3% (51)	38.4% (916)

Q 2 · "How affordable is childcare for your current financial situation?"

Affordability rating	Gen Z	Millennial	Gen X	All Moms
1 – Not at all affordable	50 %(3)	20.6 %(231)	30.5 %(37)	21.5 %
2 – Barely affordable	— 50 %	32.6 %(418)	34.1 %(35)	(353) 32.8
3 – Somewhat affordable	(3) —	29.3 %(405)	15.9 %(20)	%(631)
4 – Mostly affordable	—	13.9 %(200)	17.3 %(18)	28.1 %
5 – Very affordable		3.6 %(49)	2.3 %(4)	(626) 14.0
				%(329) 3.6
				%(84)

Q 3 · "What is the biggest challenge you face with childcare?"

Challenge named as #1	Gen Z 42	Millennial	Gen X	All Moms
Cost	%(3) 76.8	59.6 %(759)	56.1 %(70)	58.9 %
Lack of availability	%(5) 26.8	11.6 %(172)	5.2 %(8)	(1,150) 11.8
Low quality	%(1) 34.6	8.7 %(105)	4.0 %(7)	%(288) 8.4 %
Inflexible hours	%(2) 26.8	10.3 %(144)	7.7 %(14)	(166) 10.1 %
None	%(1) 26.8	4.6 %(56)	13.3 %(12)	(218) 5.6 %
Other / specify	%(1)	5.3 %(70)	13.7 %(11)	(105) 6.1 %
				(121)

Q 4 · "How supported do you feel by your employer when it comes to childcare-related needs (e.g., time off, flexibility)?"

Support rating	Gen Z	Millennial	Gen X 9.9	All Moms
1 – Not at all supported	40.9 % (2)	7.3 % (73)	% (14) 23.5	7.8 % (127)
2 – Barely supported	40.9 % (2)	17.0 % (179)	% (20) 28.4	17.7 %
3 – Somewhat supported	40.9 % (2)	30.8 % (359)	% (33) 21.1	(281) 31.2
4 – Mostly supported	72.6 % (3)	23.1 % (288)	% (26) 17.0	% (582)
5 – Very supported	31.7 % (1)	21.8 % (252)	% (17)	22.8 %
				(465) 21.3
				% (377)

Row percentages within each cohort approximate 100 % (Gen Z rows exceed 100 % because the tiny cell counts magnify weighting; interpret directionally).

Q5. "How equally are parenting and household responsibilities shared in your home?"

Rating	Gen Z 32	Millennial	Gen X 24.5	All Moms
1 – Not at all equal	% (2) 32	13.4 % (177)	% (37) 19.9	14.6 %
2 – Barely equal	% (2) 49.8	19.4 % (268)	% (30) 31.8	(284) 19.6
3 – Somewhat equal	% (2) 53.6	34.0 % (485)	% (46) 19.4	% (410)
4 – Mostly equal	% (5) 32	25.4 % (348)	% (25) 4.4	33.7 %
5 – Fully equal	% (2)	7.8 % (108)	% (6)	(760) 24.8
				% (533) 7.9
				% (183)

(Gen Z rows appear inconsistent because tiny cell counts (n = 9) inflate weights; interpret only directionally.)

Q6. "Compared to last year, do you feel more or less burned out by your parenting responsibilities?"

Response	Gen Z 46	Millennial	Gen X 40.6	All Moms
More	% (4) 24.9	49.7 % (696)	% (56) 13.7	47.9 %
Less	% (1) 28.6	17.7 % (233)	% (25) 45.7	(1,025) 17.4
About the same	% (4)	32.6 % (457)	% (63)	% (375) 35.0
				% (768)

(Gen Z percentages are volatile because n = 9; treat directionally.)

Q 7 · "Which area of your well-being feels most depleted right now?"

Depleted area (single choice)	Gen Z 38	Millennial	Gen X 16.7	All Moms
Time for myself	% (3) 24.9	29.1 % (382)	% (22) 28.6	27.1 %
Emotional energy	% (1) 13.2	24.0 % (330)	% (40) 22.2	(572) 24.7
Sleep	% (1) —	18.4 % (241)	% (31) 13.1	% (504)
Sexual desire	23.0 % (1)	16.5 % (234)	% (18) 15.1	18.0 %
Physical health	—	14.5 % (201)	% (20) 4.3	(389) 16.2
None		2.8 % (38)	% (6)	% (363)
				14.1 %
				(305) 1.5 %
				(33)

Q 8 · "Do you feel your contributions at home are truly recognized and appreciated by your partner or household?"

Response	Gen Z	Millennial	Gen X 59.4	All Moms
Yes	52 % (5)	55.0 % (752)	% (82) 38.3	55.5 % (1,208)
No	48 % (4)	41.6 % (614)	% (53) 2.3	39.3 % (857)
Not applicable	—	3.4 % (46)	% (9)	5.2 % (102)

Q 9 · "Do you plan to have more children in the future?"

Plan	Gen Z	Millennial	Gen X	All Moms
Yes	71.4 % (5)	25.1 % (347)	6.9 % (10)	24.6 % (524)
No	—	55.2 % (765)	79.4 % (109)	55.9 % (1,191)
Unsure	28.6 % (2)	19.7 % (274)	13.7 % (25)	19.5 % (423)

Q 10 · "Primary reason you do not plan to have more children"

Reason chosen	Gen Z —	Millennial	Gen X 9.8	All 'No' Moms
My family feels complete	43.7 % (1)*	41.9 % (318)	% (13) 10.1	36.1 % (444)
Financial reasons	43.7 % (1)	18.6 % (122)	% (12) 61.0	16.7 % (172)
Age	56.3 % (2)	12.9 % (103)	% (78) 3.1	22.5 % (284)
Medical / physical recovery	43.7 % (1)	9.0 % (57)	% (5) 6.1 %	7.8 % (88) 6.1
Lack of support	43.7 % (1)	6.4 % (43)	(6) — —	% (72) 2.7 %
Emotional readiness	— 77.7 %	3.2 % (25)	14.8 % (17)	(33) 0.2 % (2)
Environmental concerns	(1)*	0.2 % (2) 7.7		8.1 % (96)
Not applicable / Other		% (55)		

**Gen Z percentages are volatile (n = 2 "No" respondents); interpret directionally only.*

Q 11 · "Compared to last year, has your desire to expand your family changed?"

Change in desire	Gen Z	Millennial	Gen X	All Moms
Stronger desire	19.1 % (2)	14.4 % (207)	5.6 % (9)	13.1 % (292)
Weaker desire	38.2 % (4)	26.2 % (349)	11.6 % (17)	24.2 % (489)
No change	42.7 % (2)	59.3 % (830)	82.8 % (118)	62.4 %
(Gen Z n = 8 total; percentages directional.)				(1,357)

Q 12 · "How confident do you feel in your ability to emotionally and financially support another child?"

Rating	Gen Z	Millennial	Gen X 26.4	All Moms
1 – Not at all confident	32 % (3)	19.7 % (260)	% (38) 23.6	19.2 %
2 – Barely confident	22 % (2)	20.1 % (271)	% (33) 26.7	(389) 20.0
3 – Somewhat confident	31 % (2)	25.2 % (343)	% (37) 17.1	% (427)
4 – Mostly confident	15 % (1)	19.4 % (279)	% (24) 3.6	25.3 %
5 – Very confident	— —	5.5 % (80)	% (5) 2.6 %	(527) 19.0
N/A		10.1 % (157)	(6)	% (404) 6.5
				% (137)
				10.0 %
				(254)

Q 13 · "On a scale of 1–5, how accurately do you feel today's cultural narratives reflect the realities of motherhood?"

Rating	Gen Z	Millennial	Gen X 18.1	All Moms
1 – Not at all accurate	29 % (2)	14.6 % (203)	% (26) 35.7	14.1 %
2 – Barely accurate	39 % (3)	33.9 % (475)	% (49) 39.6	(289) 33.5
3 – Somewhat accurate	29 % (2)	43.2 % (598)	% (57) 5.4	% (696)
4 – Mostly accurate	— —	7.1 % (98)	% (8) 1.2 %	44.0 %
5 – Very accurate		1.2 % (18)	(2)	(916) 7.6 %
				(157) 1.0 %
				(21)

Q 14 · "Compared to last year, do you feel more or less seen in societal portrayals of moms?"

Response	Gen Z	Millennial	Gen X 25.3	All Moms
More seen	21 % (2)	22.5 % (323)	% (36) 15.9	22.7 % (474)
Less seen	42 % (3)	26.6 % (355)	% (23) 58.8	25.3 % (524)
About the same	37 % (1)	50.9 % (718)	% (85)	52.0 %
				(1,081)

Q 15 · "How is motherhood portrayed in the media you consume?"

Portrayal style	Gen Z 29	Millennial	Gen X 26.8	All Moms
Idealized & perfect	% (2) 42.7	33.7 % (467)	% (39) 31.7	32.5 %
Balanced & realistic	% (2) 28.6	29.4 % (430)	% (42) 29.1	(691) 30.7
Negative & critical	% (3) —	22.1 % (327)	% (46) 12.4	% (638)
Not often represented		14.8 % (217)	% (17)	22.4 %
				(460) 14.3
				% (290)

Q 16 · "Has the way you define being a 'good mom' changed in the past year?"

Response	Gen Z	Millennial	Gen X 45.5	All Moms
Yes	47.7 % (5)	50.8 % (698)	% (64) 54.5	46.9 % (976)
No	52.3 % (3)	49.2 % (688)	% (80)	53.1 % (1,103)

Q 17 · "How much does social media influence your parenting choices?" (1–5 scale)

Influence level	Gen Z	Millennial	Gen X 28.3	All Moms
1 – Not at all	19 % (2)	16.5 % (207)	% (39) 32.9	17.4 %
2 – A little	9 % (1)	39.6 % (528)	% (46) 28.1	(357) 38.8
3 – Somewhat	61.8 % (4)	32.1 % (457)	% (40) 9.2	% (793)
4 – Quite a bit	9 % (1)	10.2 % (149)	% (14) 1.5	31.0 %
5 – A great deal	—	1.6 % (24)	% (2)	(636) 11.1
				% (232) 1.1
				% (22)

Q 18 · "Compared to last year, do you feel more or less pressure from social media to 'get it right' as a mom?"

Feeling vs last year	Gen Z	Millennial	Gen X 18.3	All Moms
More pressure	46 % (4)	25.4 % (346)	% (27) 17.4	24.4 %
Less pressure	22 % (2)	24.2 % (334)	% (25)	(496) 24.3
				% (495)

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 online?"

Response	Gen Z	Millennial	Gen X 49.8	All Moms
Yes	100 % (9)	71.4 % (986)	% (71) 50.2	66.6 % (1,363)
No	—	28.6 % (400)	% (73)	33.4 % (677)

Q 20 · "Which platforms most influence your parenting perspective? (Select up to 2)"

Platform (top 5 shown)	Gen Z 88	Millennial	Gen X 46.8	All Moms
Instagram	% (7) 13.6	75.9 % (1,049)	% (68) 39.2	72.7 %
Facebook	% (1) 44.6	29.7 % (412)	% (55) 3.2	(1,483) 28.8
TikTok	% (4) 24.8	11.3 % (151)	% (5) 7.1 %	% (588) 10.6
YouTube	% (2) 22.0	9.5 % (140)	(12) 11.9 %	% (215) 9.4 %
Reddit	% (2) —	15.2 % (210)	(19) 29.5 %	(192) 14.9 %
None of the above		16.9 % (236)	(42)	(302) 18.5 %
				(378)

(Rows can sum > 100 % because respondents chose two platforms.)

Q 21 · "How much pressure do you feel to participate in parenting trends?"

Pressure level	Gen Z	Millennial	Gen X 39.4	All Moms
1 – No pressure	11 % (1)	24.9 % (338)	% (57) 37.9	30.6 %
2 – A little	33 % (3)	42.8 % (581)	% (54) 17.6	(615) 41.2
3 – Some pressure	22 % (2)	24.3 % (336)	% (25) 4.4	% (830)
4 – A lot	22 % (2)	6.5 % (90)	% (6) 0.7 %	22.5 %
5 – Extreme	11 % (1)	1.5 % (21)	(2)	(454) 5.1 %
				(104) 0.6 %
				(9)

Q 22 · "Compared to last year, are you more or less likely to engage in parenting trends?"
Gen Z 22 % (2) 33 % (3) 45 % (4)

Likelihood vs last year	Millennial	Gen X 5.1	All Moms
More likely	9.8 % (135)	% (7) 28.7	8.4 % (170)
Less likely	38.4 % (522)	% (43) 66.2	34.9 % (702)
About the same	51.8 % (708)	% (99)	56.7 % (1,140)

Q 23 · "What best describes your current approach to parenting trends?"

Approach	Gen Z —	Millennial	Gen X 1.6	All Moms
I embrace them	9.5 % (1)	2.5 % (26)	% (2) 6.9 %	1.8 % (37)
I try to keep up but feel pressure	42.7 % (2)	7.7 % (100)	(10) 52.0 %	8.1 % (163)
I do what I can	47.8 % (5)	62.6 % (905)	(73) 39.6 %	57.6 % (1,099)
I avoid them altogether		27.2 % (355)	(56)	32.5 % (615)

Q 24 · "Do you feel parenting culture today adds to or alleviates your stress?"

Effect of parenting culture	Gen Z	Millennial	Gen X	All Moms
Adds stress	70.4 % (6)	66.2 % (920)	54.7 % (79)	64.5 % (1,298)
Alleviates stress	4.1 % (0)	5.1 % (71)	6.3 % (9)	5.6 % (113)
Neither / mixed	25.5 % (3)	28.7 % (395)	39.0 % (56)	29.9 % (601)

Q 25 · "How has becoming a mother affected your relationship with your body?"

Body-relationship shift	Gen Z	Millennial	Gen X 12.6	All Moms
More confident	16.1 % (1)	10.4 % (146)	% (18) 43.9	11.4 %
Less confident	46.4 % (4)	49.5 % (693)	% (63) 11.8	(228) 46.7
No change	12.7 % (1)	10.5 % (145)	% (17) 31.7	% (925)
It's complicated	24.8 % (3)	29.6 % (414)	% (46)	11.4 %
				(225) 30.5
				% (604)

Q 26 · "Compared to last year, do you feel more or less pressure to 'bounce back' physically?"

Feeling vs last year	Gen Z	Millennial	Gen X 38.4	All Moms
More pressure	52 % (4)	46.3 % (615)	% (55) 15.4	43.7 %
Less pressure	11 % (1)	13.9 % (184)	% (22) 46.2	(865) 13.5
About the same	37 % (2)	39.8 % (528)	% (67)	% (267)
				42.8 %
				(850)

Q 27 · "On a scale of 1–5, how supported do you feel in accepting your postpartum body?"

Support rating	Gen Z	Millennial	Gen X 14.8	All Moms
1 – Not at all supported	26 % (2)	16.6 % (232)	% (21) 27.7	14.1 %
2 – Slightly supported	30 % (2)	28.9 % (402)	% (39) 31.8	(279) 26.3
3 – Somewhat supported	24 % (2)	30.1 % (416)	% (46) 19.5	% (526)
4 – Mostly supported	15 % (1)	17.8 % (246)	% (29) 6.2	29.2 %
5 – Very supported	5 % (0)	6.6 % (95)	% (9)	(578) 20.0
				% (396)
				10.4 %
				(203)

Q 28 · "Have you changed your beauty or self-care routines since becoming a mom?"

Response	Gen Z	Millennial	Gen X	All Moms
Yes	91.6 % (8)	83.4 % (1,156)	76.2 % (110)	82.0 % (1,625)
No	8.4 % (1)	16.6 % (230)	23.8 % (34)	18.0 % (357)

Q 29 · "Do you receive regular support from extended family?"

Response	Gen Z	Millennial	Gen X 60.7	All Moms
Yes	49 % (4)	55.4 % (722)	% (87) 39.3	57.3 % (1,120)
No	51 % (5)	44.6 % (564)	% (57)	42.7 % (834)

Q 30 · "Compared with your own childhood, do you feel today's mothers have more or less support?"

Perceived change	Gen Z	Millennial	Gen X 19.8	All Moms
More support	28 % (2)	23.6 % (330)	% (29) 49.6	22.7 % (443)
Less support	44 % (4)	56.3 % (788)	% (73) 30.6	54.4 % (1,064)
About the same	28 % (2)	20.1 % (282)	% (45)	22.9 % (447)

Q 31 · "What kind of intergenerational support do you primarily receive?"

(single-choice)	Support type	Gen Z	Millennial	Gen X 33.8	All Moms
	Childcare	46 % (4)	39.5 % (547)	% (49) 13.7	37.1 % (724)
	Financial help	9 % (1)	10.1 % (144)	% (20) 25.7	9.8 % (192)
	Emotional support	27 % (3)	23.0 % (319)	% (37) 5.9	22.9 % (448)
	Household help	9 % (1)	5.4 % (76)	% (9) 20.9	5.2 % (101)
	None	9 % (1)	22.0 % (305)	% (30)	25.0 % (489)

Q32How would you describe your relationship with your parents/in-laws asa parent?
Weighted thematic breakdown of Q 32 (open-ended)

Cohort	Supportive	Strained	Neutral / Mixed
Gen Z	42.9%	38.1%	19.0% 32.9%
Millennial	59.9%	7.2%	44.0% 58.5%
Gen X	54.3%	1.6%	
Boomer	40.2%	1.3%	
All Moms	58.2 % supportive, 6.6 % strained, 35.2 % neutral/mixed (n = 2,230)		
Gen Z rows are volatile (n≈8).			

Q 33 · "Do you feel judged or scrutinized for your parenting choices?"

Response	Gen Z	Millennial	Gen X 14.9	All Moms
Yes – a great deal	29 % (3)	20.4 % (284)	% (21) 47.7	19.4 % (373)
Somewhat	29 % (3)	53.7 % (760)	% (68) 31.5	53.4 % (1,026)
Not really	43 % (2)	22.9 % (324)	% (45) 5.9	22.4 % (430)
Not at all	—	3.0 % (41)	% (9)	4.8 % (93)

Q 34 · "Compared to last year, has societal pressure had more or less impact on your mental health?"

Impact vs last year	Gen Z	Millennial	Gen X 21.7	All Moms
More impact	29 % (3)	32.9 % (460)	% (31) 17.0	33.1 % (637)
Less impact	11 % (1)	14.3 % (180)	% (25) 61.3	13.1 % (252)
About the same	60 % (4)	52.8 % (739)	% (85)	53.8 %
				(1,033)

Q 35 · "How often do you experience stress / anxiety about how others perceive your parenting?"

Frequency	Gen Z	Millennial	Gen X 7.0	All Moms
1 – Never	11 % (1)	5.4 % (73)	% (10) 33.1	5.8 % (112)
2 – Rarely	22 % (2)	28.5 % (391)	% (47) 40.7	30.9 %
3 – Sometimes	46 % (4)	44.0 % (606)	% (59) 15.9	(594) 43.2
4 – Often	11 % (1)	17.1 % (236)	% (24) 3.3	% (830)
5 – Very often	10 % (1)	5.0 % (71)	% (5)	15.8 %
				(303) 4.3 %
				(83)

Q 36 · "What source contributes most to your sense of being judged?"

Primary source of judgment	Gen Z	Millennial	Gen X 28.3	All Moms
Social media	49 % (4)	46.9 % (677)	% (41) 37.8	34.9 %
Family	22 % (2)	32.5 % (468)	% (54) 13.6	(287) 32.9
Friends	11 % (1)	10.9 % (150)	% (20) 6.0	% (632)
Strangers	9 % (1)	4.1 % (59)	% (9) 7.4 %	11.0 %
Parenting communities	9 % (1)	3.6 % (52)	(11) 6.9 %	(210) 4.4 %
None	—	2.0 % (28)	(10)	(83) 3.8 %
				(73) 11.6 %
				(222)

Q 37 · "How often do you feel lonely in your motherhood journey?"

Frequency	Gen Z	Millennial	Gen X 14.0	All Moms
Daily	33 % (3)	22.1 % (315)	% (20) 26.0	20.5 %
Weekly	22 % (2)	25.0 % (357)	% (37) 39.4	(389) 24.8
Occasionally	33 % (3)	38.5 % (550)	% (57) 17.5	% (472)
Rarely	11 % (1)	12.5 % (182)	% (25) 3.1	37.9 %
Never	—	1.9 % (28)	% (5)	(720) 12.7
				% (241) 4.1
				% (78)

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

Feeling vs last year	Gen Z	Millennial	Gen X 24.2	All Moms
More connected	43 % (4)	28.3 % (503)	% (34) 32.9	26.5 %
Less connected	33 % (3)	34.4 % (628)	% (46) 42.9	(503) 32.6
About the same	24 % (2)	37.3 % (546)	% (64)	% (620)
				40.9 %
				(777)

Q 39 · “Do you feel your experience of motherhood is lonelier than you expected?”

Response	Gen Z	Millennial	Gen X 62.4	All Moms
Yes	78 % (7)	71.8 % (1,007)	% (89) 37.6	70.0 % (1,330)
No	22 % (2)	28.2 % (396)	% (54)	30.0 % (570)

Q 40 · “Which best describes your social support system?”

Support system	Gen Z	Millennial	Gen X 28.2	All Moms
Strong in-person support	37 % (3)	33.1 % (594)	% (42) 8.9	32.4 %
Strong online support	18 % (2)	26.0 % (466)	% (12) 50.4	(615) 21.0
Some support but could use more	33 % (3)	46.8 % (833)	% (72) 12.5	% (387)
Minimal support	12 % (1)	14.1 % (203)	% (18)	46.5 %
				(883) 16.9
				% (322)

Q 41 · “Are you concerned your child is experiencing social isolation or anxiety?”

Response	Gen Z	Millennial	Gen X	All Moms
Yes	43 % (4)	29.0 % (431)	23.2 % (34)	25.7 % (480)
No	57 % (5)	71.0 % (1,060)	76.8 % (112)	74.3 % (1,390)

Q 42 · “Compared to last year, do you feel more or less concerned about your child’s social-emotional well-being?”

Concern vs last year	Gen Z	Millennial	Gen X 28.2	All Moms
More concerned	55 % (5)	36.2 % (563)	% (41) 18.1	33.2 %
Less concerned	—	14.6 % (215)	% (26) 53.7	(621) 15.7
About the same	45 % (4)	49.2 % (764)	% (78)	% (294)
				51.1 %
				(955)

Q 43 · “What changes have you observed in your child’s social behaviour over the past year?”

Observed change	Gen Z	Millennial	Gen X 29.1	All Moms
More anxious / withdrawn	46 % (4)	38.4 % (603)	% (42) 55.3	33.4 %
No major change	33 % (3)	47.9 % (749)	% (80) 15.6	(640) 46.1
More engaged / confident	21 % (2)	13.7 % (218)	% (23)	% (862)
				32.5 %
				(608)

Q 44 · “How confident are you in helping your child navigate social pressures today?”

Rating	Gen Z - 19	Millennial	Gen X 5.8	All Moms
1 – Not at all	% (2) 38.2	5.0 % (75)	% (8) 19.0	4.9 % (94)
2 – Slightly	% (4) 19.1	20.6 % (282)	% (30) 38.5	19.9 % (361)
3 – Somewhat	% (2) 42.7	40.6 % (581)	% (58) 30.1	40.3 % (798)
4 – Mostly	% (2)	27.8 % (380)	% (41) 6.6	28.3 % (511)
5 – Very		6.0 % (68)	% (7)	6.7 % (106)

Q 45 · “Compared to last year, do you feel more or less socially isolated?”

Feeling vs last year	Gen Z	Millennial	Gen X 34.6	All Moms
More	71.4 % (5)	35.7 % (480)	% (47) 16.4	35.3 %
Less	-	24.8 % (346)	% (25) 49.0	(634) 23.2
About the same	28.6 % (3)	39.5 % (560)	% (72)	% (430)
				41.6 %
				(797)

Q 46 · “Which channels help you feel most connected to others?” *(select ≤ 2)*

Channel (select-any)	Gen Z	Millennial	Gen X 61.5	All Moms
In-person meet-ups	61.8 % (4)	72.8 % (1,024)	% (80) 18.4	70.6 %
Online groups	9.5 % (1)	14.7 % (188)	% (25) 26.7	(1,329) 14.5
Social media	9.5 % (1)	21.7 % (289)	% (32) 14.1	% (252) 21.7
Therapy / support groups	52.3 % (3)	15.1 % (209)	% (17) 19.8	% (388) 14.9
I don’t feel connected	19.1 % (2)	12.8 % (192)	% (34)	% (273) 13.8
				% (286)

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

Q 47 · “Have your feelings of loneliness shifted as your children have grown older?”

Response	Gen Z	Millennial	Gen X 24.2	All Moms
Yes – they’ve changed	54 % (5)	36.4 % (513)	% (35) 54.4	34.3 %
No	33 % (3)	44.5 % (627)	% (79) 21.4	(632) 25.7
Not sure	13 % (1)	19.1 % (274)	% (30)	% (472)
				40.0 %
				(736)

Q 48 · “How often do you feel misunderstood by people who share your cultural or economic background?”

Rating	Gen Z	Millennial	Gen X 10.3	All Moms
1 – Never	11 % (1)	7.6 % (111)	% (15) 24.7	7.9 % (145)
2 – Rarely	22 % (2)	28.9 % (422)	% (37) 45.3	28.8 %
3 – Sometimes	46 % (4)	49.0 % (715)	% (67) 13.7	(530) 48.1
4 – Often	11 % (1)	12.1 % (177)	% (20) 6.0	% (885)
5 – Always	10 % (1)	2.4 % (35)	% (9)	13.4 %
				(247) 1.8 %
				(33)

Q 49 · “How often do you feel your lived experience as a mother is represented in media or parenting communities?”

Rating	Gen Z	Millennial	Gen X 7.2	All Moms
1 – Never	14 % (1)	7.6 % (116)	% (11) 29.7	6.6 % (121)
2 – Rarely	44 % (4)	33.2 % (486)	% (44) 48.3	31.7 %
3 – Sometimes	33 % (3)	46.6 % (684)	% (72) 12.3	(584) 47.7
4 – Often	9 % (1)	11.0 % (161)	% (18) 2.5	% (878)
5 – Always	—	1.5 % (22)	% (4)	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 plans to change jobs Quit job Laid off / furloughed Pay / hours reduced Retired / left workforce Not employed last year Other *(multi-select; rows can sum > 100 % within cohorts)*	Gen Z	Millennial	Gen X	All Moms
	41%	56% 6%	62%	58% 6%
	12%	9% 6% 8%	4%	7% 6%
	19%	2% 13%	4%	8% 2%
	8%	12%	5%	11% 12%
	14%		6%	
	–		3%	
	24%		11%	
	11%		8%	

Q 51 · “If employed, what benefits does your employer offer that support you as a mother?”

Benefit offered	Gen Z	Millennial	Gen X	All Moms
Position flexibility (remote/part-time)	62%	46% 35%	39%	43% 40%
Paid maternity leave	38%	22% 18%	31%	20% 17%
Equal mat / pat leave	29%	3% 6%	18%	3% 6%
Appropriate compensation	14%	10% 32%	17%	9% 32%
On-site childcare	6%		2%	
Child-care subsidy	8%		4%	
Manager proactive communication	11%		7%	
No relevant benefits	27%		38%	

Q 52 · “If you changed employment status, what was the primary reason?”

Primary reason	Gen Z	Millennial	Gen X	All Moms
Wanted to stay home with children	36%	31% 16%	18%	27% 11%
Money (better pay)	22%	14% 13%	12%	14% 12%
Lack of childcare	21%	8% 10%	9%	7% 10%
Requirement to return to office	9%	3% 18%	15%	3% 23%
Toxic workplace	7%		11%	
Career goals changed	12%		14%	
Moved	–		4%	
Other / N.A.	14%		27%	

Q 53 · “Which best describes your mentality around combining a career and motherhood under current circumstances?”

Mentality	Gen Z 9	Millennial	Gen X 9	All Moms
Empowered – becoming a mother helps me excel	% (1) 29	14 % (247)	% (16) 26	13 % (229)
Optimistic – it’s possible to combine creatively	% (3) 33	35 % (498)	% (47) 31	31 % (559)
Frustrated – need a new arrangement	% (1) 10	28 % (461)	% (56) 26	26 % (465)
Burnt out – don’t believe it’s possible	% (1) 19	22 % (356)	% (47)	20 % (378)
Not applicable / Other	% (2)	*balance*	*bal ance*	20 % (345)

Q 54 · “On average, how 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–	19 % (2)	13 % (175)	% (18) 9 %	13 % (228)
20 h 21–30 h	19 % (2)	11 % (149)	(16) 9 %	11 % (196)
31–40 h 41–50	10 % (1)	12 % (171)	(15) 14 %	12 % (215)
h 51 + h Not	10 % (1)	13 % (187)	(24) 24 %	11 % (188)
applicable	33 % (1)	24 % (431)	(378) 20 %	24 % (431)
	– – 19	20 % (363)	(315) 3 %	20 % (363)
	% (2)	3 % (50) 4	(48) 10 %	3 % (50)
		% (68)	(171)	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)	71%	46%	35%	45%
Partner	52%	38%	34%	38%
Family member	62%	35%	23%	34%
Day-care center	10%	35%	37%	35%
Day-care home-based	10%	15%	10%	15%
Nanny / babysitter	– –	15%	9%	15%
School + before/after care	10%	23%	35%	23%
No longer need		4%	12%	5%

(Rows can sum > 100 % within a cohort.)

Q 56 · "What best describes your feelings toward your current childcare situation?"

Feeling	Gen Z	Millennial	Gen X 17.5	All Moms
Very satisfied	19 % (2)	15.9 %	% (26) 52.7	16.4 %
Satisfied	52 % (3)	(235) 54.0	% (78) 18.2	(291) 54.2
Dissatisfied	19 % (2)	% (799)	% (29) 5.8	% (962)
Very dissatisfied	– 9 %	16.9 %	% (9) 5.8 %	16.7 %
Not applicable	(1)	(250) 5.3 %	(9)	(295) 5.2 %
		(78) 7.9 %		(93) 7.6 %
		(120)		(135)

Q 58 · "Has the stress or cost of childcare ever made you consider leaving the workforce?"

Gen Z 52 % (3) 10 % (1) 38 % (4)

Response		Millennial	Gen X 46.1	All Moms
Yes		50.3 %	% (68) 34.0	46.9 %
No		(693) 33.5	% (50) 19.9	(833) 34.8
Not applicable		% (484)	% (29)	% (618)
		16.2 %		18.3 %
		(235)		(325)

Q 59 · "How often does an unpaid caregiver (family, neighbor, friend, grand-parent) look after your child/ren?"

Frequency of unpaid help	Gen Z	Millennial	Gen X 3	All Moms
Daily	22 % (2)	7 % (99)	% (5) 9 %	5 % (92)
A few times per week	33 % (3)	17 %	(14) 19 %	15 % (262)
A few times per month	22 % (2)	(243) 22	(29) 17 %	22 % (385)
Once per month	– – 23	% (325)	(25) 27 %	14 % (251)
Once a quarter / holidays	% (2) –	14 %	(40) 20 %	21 % (379)
I don't have this kind of support		(211) 15	(29) 5 %	16 % (279)
Not applicable		% (226)	(8)	7 % (128)
		19 %		
		(287) 6 %		
		(97)		

Q 60 · "How would you describe your current financial situation?"

Situation	Gen Z 9	Millennial	Gen X 43	All Moms
Comfortable	% (1) 54	31 %	% (63) 39	34 % (607)
Managing but stretched	% (5) 29	(471) 47	% (57) 15	49 % (872)
In debt & struggling	% (2) 8	% (713)	% (22) 3	13 % (229)
Financially dependent on others	% (1)	18 %	% (5)	2 % (43)
		(260) 4 %		
		(63)		

Q 61 · "Compared to last year, do you feel more or less financially secure?"

Financial security vs last year	Gen Z	Millennial	Gen X 23	All Moms
More secure	19 % (2)	18 %	% (34) 39	20 % (358)
Less secure	57 % (5)	(270) 49	% (57) 38	46 % (814)
About the same	24 % (2)	% (706)	% (55)	33 % (579)
		33 %		
		(478)		

Q 62 · "What are your top two causes of financial stress?" *(select ≤ 2)*

Stressor	Gen Z	Millennial	Gen X 27	All Moms
Childcare	67 % (6)	44 %	% (40) 29	39 % (675)
Housing	48 % (4)	(675) 38	% (43) 15	35 % (605)
Debt	43 % (4)	% (582)	% (22) 19	23 % (396)
Healthcare	19 % (2)	24 %	% (28) 37	17 % (291)
Education costs	10 % (1)	(367) 14	% (55) 9	15 % (269)
Employment insecurity	38 % (3)	% (216)	% (14) 45	17 % (291)
U.S. economic uncertainty	29 % (2)	17 %	% (68) 4	44 % (769)
Other	–	(263) 18	% (6)	8 % (134)
		% (278)		
		44 %		
		(679) 3 %		
		(52)		

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

Q 63 · "Are you worried your children will not be able to afford the life you hope for them?"

Response	Gen Z	Millennial	Gen X	All Moms
Yes	81 % (6)	64 %	65 % (101)	64 % (1 125)
No	19 % (2)	(892) 36	35 % (54)	36 % (626)
		% (495)		

Q 64 · "Do you believe AI will play a significant role in your child's education or career?"

Response	Gen Z	Millennial	Gen X 57	All Moms
Yes	62 % (4)	61 % (856)	% (86) 14	59 % (1 027)
No	29 % (3)	8 % (90)	% (21) 29	7 % (127)
Not sure	10 % (1)	31 % (444)	% (44)	33 % (573)

Q 65 · "How prepared do you feel to guide your child in navigating AI tools?"

Rating (1 = Not at all … 5 = Very)	Gen Z	Millennial	Gen X 30	All Moms
1 – Not at all	38 % (4)	42 %	% (44) 27	43 % (745)
2 – Slightly	52 % (3)	(601) 24	% (39) 33	26 % (451)
3 – Somewhat	10 % (1)	% (353)	% (49) 8	22 % (374)
4 – Mostly	– –	24 %	% (12) 2	7 % (116)
5 – Very		(347) 8 %	% (3)	2 % (41)
		(116) 2 %		
		(30)		

Q 66 · "What is your biggest concern about AI and parenting?" *(single choice)*

Concern	Gen Z	Millennial	Gen X 42	All Moms
Privacy	43 % (2)	43 %	% (61) 12	42 % (711)
Job-loss future	19 % (2)	(640) 15	% (17) 22	9 % (147)
Misinformation	10 % (1)	% (221)	% (32) 19	23 % (398)
Lack of control	19 % (2)	20 %	% (28) 5	16 % (285)
Not concerned	10 % (1)	(295) 17	% (8)	7 % (121)
		% (249) 5		
		% (74)		

Q 67 · "Has your interest or use of AI tools changed since last year?"

Change	Gen Z	Millennial	Gen X 36	All Moms
Increased	43 % (2)	43 %	% (53) 9	41 % (711)
Decreased	19 % (2)	(583) 7 %	% (13) 44	6 % (110)
Stayed the same	10 % (1)	(97) 36 %	% (65) 11	26 % (445)
Not using	29 % (3)	(486) 14	% (17)	27 % (461)
		% (188)		

Q 68 · "How often do you feel over-whelmed managing screen-time?"

Rating	Gen Z	Millennial	Gen X 19	All Moms
1 – Never	11 % (1)	13 %	% (28) 28	15 % (256)
2 – Rarely	22 % (2)	(183) 24	% (40) 34	23 % (376)
3 – Sometimes	44 % (4)	% (338)	% (49) 15	36 % (615)
4 – Frequently	11 % (1)	36 %	% (22) 4	18 % (316)
5 – Constantly	12 % (1)	(514) 19	% (5)	8 % (130)
		% (270) 8		
		% (117)		

Q 69 · "Are you confident your child has a healthy relationship with tech?"

Response	Gen Z	Millennial	Gen X 53	All Moms
Yes	32 % (3)	40 %	% (79) 29	44 % (748)
No	46 % (4)	(572) 35	% (43) 18	33 % (572)
Not sure	22 % (2)	% (504)	% (26)	23 % (387)
		25 %		
		(359)		

Q 70 · "What's your biggest tech-parenting challenge?" *(single choice)*

Challenge	Gen Z	Millennial	Gen X	All Moms
Screen-time limits	61%	58% 24%	51%	57% 22%
Online safety	19%	7% 6% 3%	27%	7% 7%
Social-media pressure	9%	2%	6%	5% 5%
Educational value	5%		9%	
Trend-tracking	4%		4%	
Social isolation	2%		3%	

Q 71 · "Compared to last year, are your digital-world concerns stronger or weaker?"

Feeling vs last year	Gen Z	Millennial	Gen X	All Moms
Stronger	67%	58%	44%	57%
Weaker	4%	4%	5%	4%
About the same	29%	38%	51%	39%

Q 72 · "Top 2 skills your child will need to thrive" *(select ≤ 2)*

Skill (select any)	Gen Z	Millennial	Gen X	All Moms
Tech fluency	69%	46% 64%	31%	39% 64%
Emotional intelligence	41%	40% 28%	66%	39% 27%
Adaptability	38%	24% 14%	45%	17% 23%
Resilience	29%		35%	
Creativity	22%		17%	
Financial literacy	12%		18%	

(Rows can sum > 100 %.)

Q 73 · "Do you feel schools prepare kids for real-world success?"

Response	Gen Z	Millennial	Gen X	All Moms
Yes	11%	8%	9%	9%
No	62%	55%	50%	54%

Unsure	27%	37%	41%	37%

Q 74 · "How confident are you that you can help your child build future-ready skills?"

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 children's health & safety?"

Rating	Gen Z	Millennial	Gen X	All Moms
1 Not at all	28.6% (7)	65.4% (1459)	53.4% (144)	63.54%
2 Slightly	9.5% (2)	21% (954)	30.8% (77)	(1071)
3 Somewhat	19.1% (1)	10.7% (306)	9.9% (44)	21.85% (368)
4 Mostly	0% (0)	2.5% (156)	2.4% (2)	11.04% (186)
5 Very	42.7%(3)	0.5% (36)	3.5% (5)	2.48% (42)
				1.08% (18)

Q 76 "Top issues when voting (choose ≤ 3)"

Rank	Gen Z	Millennial	Gen X	All Moms
	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 your 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%

Q 78 "How satisfied are you with the frequency of sex?"

Rating	Gen Z	Millennial	Gen X	All Moms
Very / Dissatisfied (1-2)	9%	37% 37%	44%	37% 37%
Neutral (3)	38%	26%	40%	26%
Satisfied (4-5)	52%		16%	

Q 79 "Sex frequency vs last year"

Change	Gen Z	Millennial	Gen X	All Moms
Less often	62%	39% 43%	29%	39% 43%
About the same	29%	15%	44%	15%
More often	10%		7%	

Q 80 "How satisfied are you with the quality of your sex life?"

Satisfaction	Gen Z	Millennial	Gen X	All Moms
Dissatisfied (1-2)	10%		44%	37% 37%
Neutral (3)	38%		40%	26%
Satisfied (4-5)	52%		17%	

Q 81 "What influences your level of sexual satisfaction?" *(select ≤ 3)* – Top 3 drivers

Cohort	#1 Factor My own	#2	#3
Gen Z	interest/desire 57 %	Time/energy 52 %	Relationship dynamics 48 %
Millennial	Time/energy 74 %	Mental-emotional exhaustion 7 %	My own interest/desire 57 %
Gen X	Time/energy 60 %	Mental-emotional exhaustion 49%	My own interest/desire 41 %

Q 82 What is your current 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% (0)	(105) 0.22%
				(5)

Q 83 Which best describes 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	%	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%
Native American or Alaska Native	%	1.0%	2.9%	5.4%
Native Hawaiian or Pacific Islander	0.0%	0.4%	1.0%	1.2%
Middle Eastern or North African	0.0%	1.6%	1.9%	0.4%
Central or South African	0.0%	0.4%	0.5%	1.6%
Prefer not to answer	0.0%	1.3%	2.4%	0.4%
	0.0%			1.4%
	0.0%			

Q 84 How many children do you have?

	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	50.00%	(487)	(69)	(560)
3 or more	(4)	47.19%	37.02%	32.91%
	37.50%	(654)	(77)	(734)
	(3) 0.00%	15.22%	24.04%	11.70%
	(0)	(211)	(50)	(261)

Q 85 Which of the following best describes your age?

Gen Z	Millennial	Gen X +
8	2014	208