

Why Best Place for Working Parents[®] ?

1

Most families are dual-working households.

- **Only 27% of families** have the father as the sole breadwinner.
- **72% of all women** and 93% of all men with children under 18 were in the labor force in 2019.

2

Today's workforce needs are changing.

- **60% of non-working parents** say **child care** is a top reason they do not participate in the workforce.
- **73% of highly credentialed women** who leave the workforce say they would have stayed if they had **access to flexibility**.

3

Employers must attract and retain top talent.

- **83% of millennials** will leave one job for another with **stronger family policies** and supports.
- **Replacing an employee** costs a business **6 to 9 months** of that employee's salary on average.

Promoting the **top 10 research-backed policies** that benefit working parents and businesses' bottom line.



CORE BENEFITS

1. Company Paid Healthcare Coverage
2. Paid Time Off
3. Maternity/Paternity Leave



FAMILY RESOURCES

4. Onsite Child Care
5. Child Care Assistance
6. Backup Child Care



FLEXIBILITY

7. Flexible Hours
8. Remote Work / Work from Home



COMPANY CULTURE

9. Nursing Benefits
10. "Best Place" Designation