



THE BEST PLACE FOR
WORKING PARENTS®

National Trends Report

fall 2023



2023 Trends & End of Year Outlook

Since launching in 2019, Best Place for Working Parents® has grown to become an important partner to businesses and working parents across the United States who – together – power our country's economic engine. Today, two thirds of children under age 6 have both parents in the workforce, and businesses implementing family-friendly policies are reaping the rewards of attracting, motivating, and retaining this growing contingent of workforce talent.

The Best Place for Working Parents® National Trends Report identifies and lifts up key trends across the Top 10 Best Place for Working Parents® research-backed policies and annually assesses leading and lagging family-friendly practices across business size, region, and industry.

New to the report this year, we are providing industry insights to help business leaders understand which policies have become "standard practice" in their industry, and which policies can help them to "stand out" amongst their competition.

Looking ahead to 2024, The Best Place for Working Parents® anticipates the following key trends:

- 1. On-site child care will continue to grow.** While still a relatively rare benefit, the implementation rate of on-site child care is growing faster than any other benefit – with a 47% increase since 2019. This is great news, given that businesses who offer onsite child care for employees experience a 7.4X higher retention rate and 8.9X more loyal employees¹. Micro businesses are leading in the pack in implementing onsite child care alongside their large-sized peers.
- 2. Flexible work arrangements and remote work are here to stay – which is good for parents, and for business.** 96% of Best Place for Working Parents® designated businesses offer flexible work schedules, and experience employees who rate their workplace as 123.2X more supportive than their peers. Alongside flexible hours, 93% of designated businesses offer remote work. Employers offering remote work have 2.1X more motivated employees, who also experience 2X better health outcomes.
- 3. Parental leave and child care supports are differentiators in a competitive talent market.** Across the Best Place for Working Parents® top industries, back-up child care (subsidizing care for children when school is out or child care falls through), child care assistance (like a Dependent Care FSA), and parental leave policies are all benefits that can help companies stand out in the current labor market.

We appreciate the 2,000+ businesses that have engaged with the Best Place for Working Parents® confidential online self-assessment, which allows us to publish annual insights on national family-friendly business trends. To learn more about the growing national Best Place for Working Parents® network, the upcoming National Summit, or our key business leader resources, please visit us at www.BestPlace4WorkingParents.com or reach out to us to connect. We are eager to learn how your business is proving that family-friendly IS business-friendly!

Sincerely,



SADIE FUNK
National Director,
Best Place For Working Parents®



SARA REDINGTON
Co-Founder,
Best Place For Working Parents®

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¹ | For every one-point increase on a four-point implementation scale. [Making the Connection Report, 2023.](#)

Report Overview & Scope

section 1

section 1

Report Overview & Scope

What's in the 2023 National Trends Report?

The Best Place for Working Parents® National Trends report provides an annual review of how the Top 10 Research based, Family Friendly Policies are being implemented across the Best Place for Working Parents® National Network which, as of 2023, extends to ten states across the U.S.

The aim of the Annual Trends Report is to provide insight on the adaptation of the Top 10 Best Place for Working Parents® policies by size, industry and geography. It also seeks to track the rise and acceptance of flexible work arrangements over time.

Best Place for Working Parents® partnered with Empactiv Analytics, led by Dr. Marcus Butts, Director of the SMU Cox School of Business, to conduct the 2023 Best Place for Working Parents® National Trends Report.



POLICY 1A & 1B
EMPLOYEE & DEPENDENT HEALTHCARE



POLICY 2
PAID TIME OFF



POLICY 3A & 3B
MATERNITY & PATERNITY LEAVE



POLICY 4
NURSING BENEFITS



POLICY 5
BEST PLACE DESIGNATION



POLICY 6
ONSITE CHILD CARE



POLICY 7
CHILD CARE ASSISTANCE



POLICY 8
BACKUP CHILD CARE



POLICY 9
FLEXIBLE HOURS



POLICY 10
REMOTE WORK

Data Sample & Scope

Empactiv Analytics analyzed Best Place for Working Parents® application data submitted between December 11, 2019 and October 1, 2023.

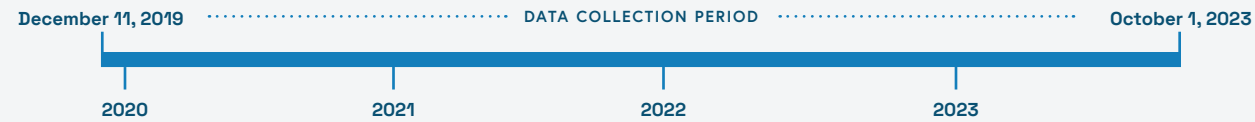


figure 1. Best Place for Working Parents® National Network

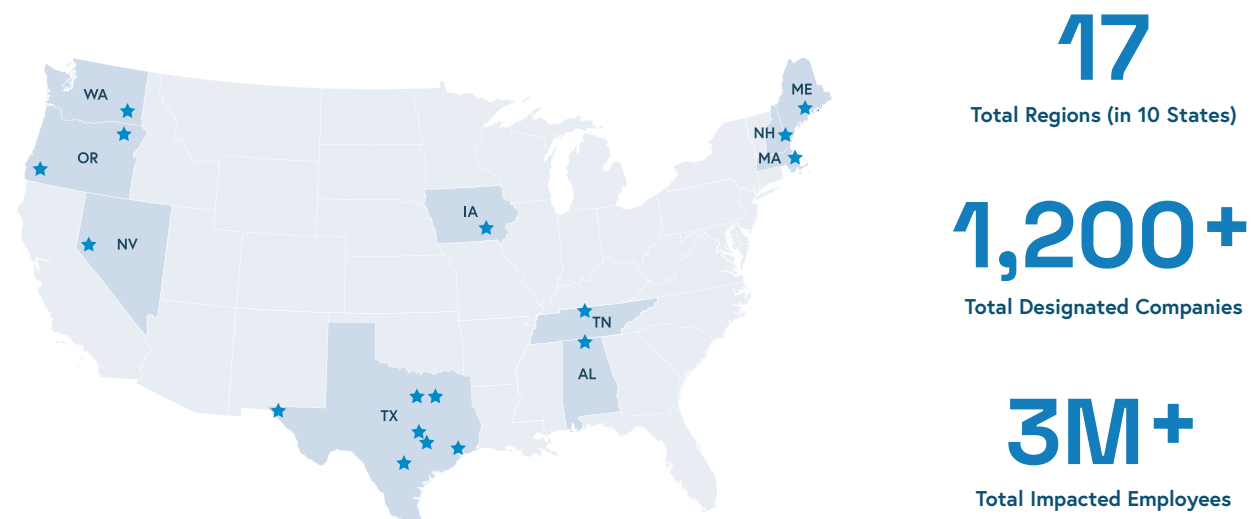


figure 2. Best Place for Working Parents® Designated Company Size Breakdown

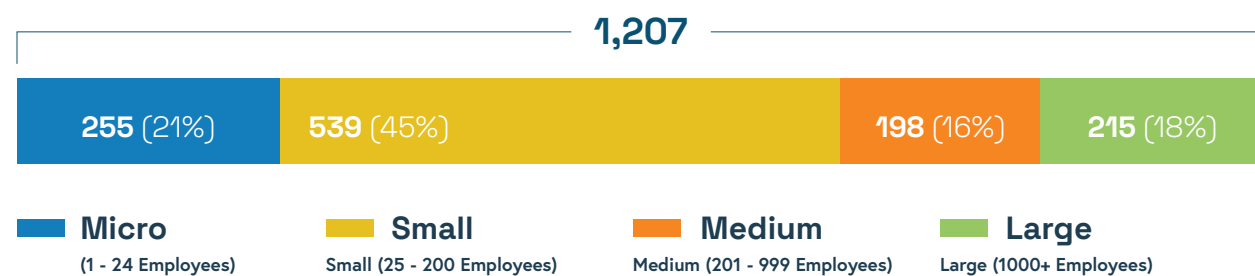


figure 3. Best Place for Working Parents® Top 10 Policies

POLICY	DESCRIPTION	BUSINESS ROI
COMPANY PAID / DEPENDENT HEALTHCARE	Health, dental, and vision insurance offered by the employer and often partially or fully paid for by the employer. Important aspects that influence the overall impact of this policy include the level of availability and affordability, as well as the offering of supplemental health care programs.	U.S. employers earn 47% average ROI on their investment in employer health insurance. – or \$1.47 for every \$1 invested. ²
PAID TIME OFF	Paid holidays, paid vacation, paid sick days, and personal days.	Unlimited vacation time eliminates vacation liability for companies an average of \$1,898 per employee. ³
PARENTAL LEAVE	Time taken by a mother during and after pregnancy to recuperate physically from having a baby and time taken by a parent (male and female) to bond with a new baby. Key aspects of this policy include employee support, company financial support, and supplemental healthcare programs.	First-time mothers who use some form of paid leave are 32% less likely to quit their jobs before or after childbirth and are 19% more likely to return to the same employer after leave. ⁴
NURSING BENEFITS	Policies that give mothers privacy during milk expression by designating a private space with all the necessary things provided.	Businesses with lactation support programs boast a post-maternity retention rate of 94.2% compared to the national retention rate of 59%. ⁵
BEST PLACE DESIGNATION	Competitive designations and/or awards that convey certain workplace and employer values such as trust, transparency, culture, and supportiveness to current and future employees, specifically defined as: a) a survey of its employees on organizational culture that indicates 80% or higher score on employee satisfaction, b) an external "Best Place to Work" designation, and/or c) an independent research study citing a healthy organizational culture.	Compared to their competitors, great workplaces win when it comes to revenue growth, employee retention, productivity, innovation, resilience, agility, customer service, and employee engagement. ⁶
ONSITE CHILD CARE	Companies that offer onsite child care to employees as a convenient and affordable care option.	When businesses provide childcare for employees, employee absences decrease by 30% and job turnover declines by as much as 60% . ⁷
CHILD CARE ASSISTANCE	Any programs or initiatives that help to reduce the demands of being a child caregiver. Common types of employer childcare assistance include offering Flexible Spending Accounts (FSAs), associating with local/nearby child care centers, providing resource and referral services, and subsidizing child care.	Employers that offer Dependent Care FSAs can save up to \$382.50 per employee. (For an employer with 100 employees participating in the full \$5,000 FSA, that employer would save \$38,200 per year.) ⁸
BACKUP CHILD CARE	An option for parents in emergency situations or for last-minute care if their regular child care falls through.	An average business with 250 employees can save \$75,000 per year in lost work time by subsidizing care for employees' sick children. ⁹
FLEXIBLE HOURS	Allowing for an alternative to "normal" working hours.	Of the 30% of credentialed women who leave the workforce, 70% say they would have stayed if they had access to flexibility. ¹⁰
REMOTE WORK	Ability for an employee to have a flexible work location, outside of the organizational office.	Employees who worked from home increased performance by 13% and the company's attrition rates for the work-from-home group decreased by 50%. ¹¹

Top Family-Friendly Policies Across the Nation


section 2

section 2


Top Family-Friendly Policies Across the Nation

What policies are most frequently implemented at Best Place for Working Parents® businesses across the country?


Among designated businesses, **four of the Top 10 Policies** are in place in at least 90% of businesses.




PAID TIME OFF



FLEXIBLE HOURS



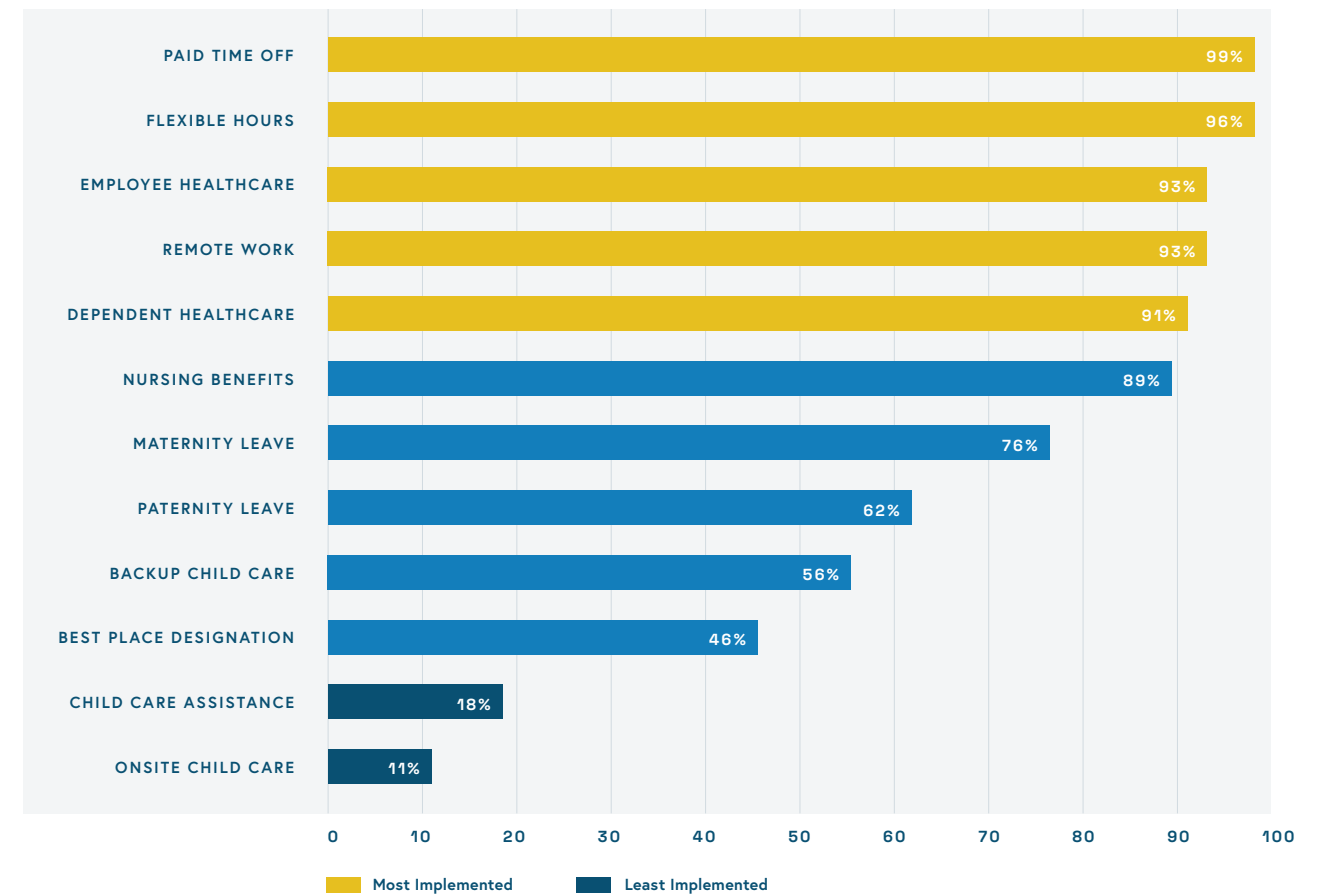
REMOTE WORK



EMPLOYEE & DEPENDENT HEALTHCARE

Other fairly common policies include Maternity and Paternity Leave, Nursing Benefits, and Best Place Designations. **Onsite Child Care and Child Care Assistance** are the least frequently available to employees.

figure 4. Implementation of Top 10 Policies Among Small Size BP4WP Businesses





“

Our team members bring purpose and passion to work each day. As they balance the complexities of life, we want to make it easier for them to truly live well at home, at work and in their communities—and our comprehensive wellbeing offerings are designed to do just that.”

Baylor, Scott, & White | Fort Worth, Texas



Policy Trends by Industry

section 3

section 3

Policy Trends by Industry

How does family friendly policy implementation vary depending on company industry and what opportunities are there to stand out in the crowd?

To investigate how policy implementation varies across different industries, we compared the implementation rate of each of the Top 10 Best Place for Working Parents® Policies to the average across all industries. To investigate key benchmarks and opportunities by industry, we analyzed implementation of the Top 10 Policies by industry to illuminate industry specific trends.

All Industry Representation in Best Place for Working Parents® Designees

- 🏠 AGRICULTURE, FORESTRY, & WILDLIFE
- 📁 BUSINESS & INFORMATION
- 🔨 CONSTRUCTION/UTILITIES/CONTRACTING
- 🎓 EDUCATION
- 🏦 FINANCE & INSURANCE
- 🍴 FOOD & HOSPITALITY
- 🎮 GAMING
- 🏛️ GOVERNMENT
- 🏥 HEALTHCARE
- ⚖️ LEGAL
- 🏭 MANUFACTURING
- 🚗 MOTOR VEHICLE
- 🌿 NATURAL RESOURCES/ENVIRONMENTAL
- 🤝 NONPROFIT
- ⊕ OTHER
- 🏠 PERSONAL SERVICES
- 🤝 PHILANTHROPY
- 🛡️ PROFESSIONAL SERVICES
- 🏠 REAL ESTATE & HOUSING
- 🛡️ SAFETY, SECURITY, & LEGAL
- 🔧 TECHNOLOGY
- ✈️ TRANSPORTATION

Top 10 Industries with Designations

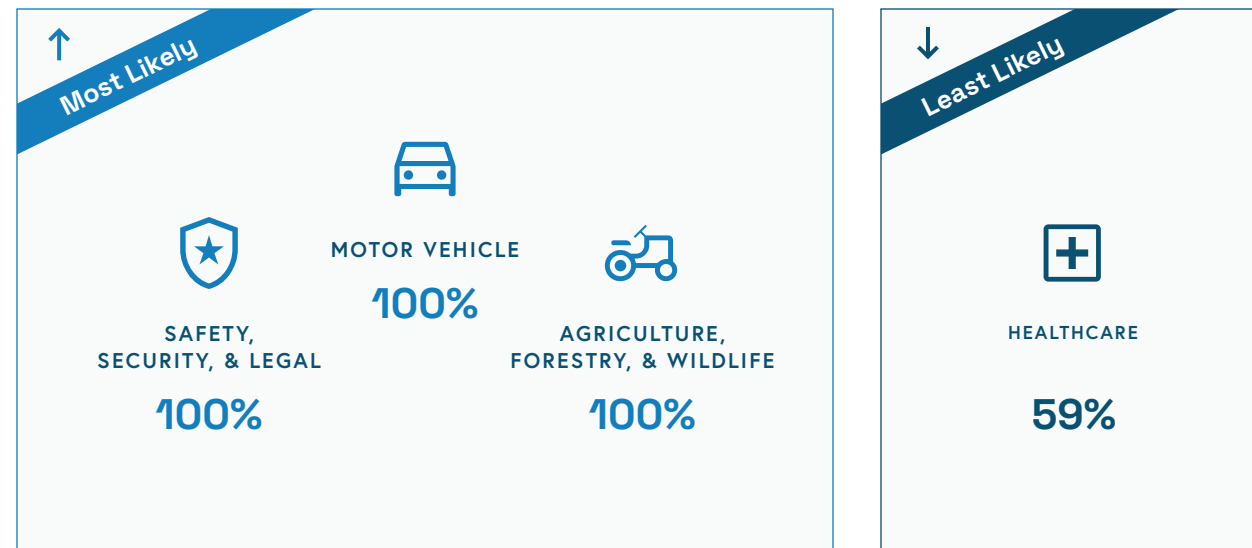
- 1 📁 BUSINESS & INFORMATION
- 2 🔨 CONSTRUCTION/UTILITIES/CONTRACTING
- 3 🎓 EDUCATION
- 4 🏦 FINANCE & INSURANCE
- 5 🏛️ GOVERNMENT
- 6 🏥 HEALTHCARE
- 7 🏭 MANUFACTURING
- 8 🤝 NONPROFIT
- 9 🛡️ PROFESSIONAL SERVICES
- 10 🔧 TECHNOLOGY

Implementation Variation by Industry

Which industries are most likely versus least likely to implement specific policies?

To investigate how policies are implemented within different industries, Empactiv Analytics compared the variation in implementation of the Top 10 Policies to highlight those policies with the greatest variability by industry. Listed below are those policies with the greatest variation across industries, inclusive of insights as to which industries are leading and which industries are lagging.

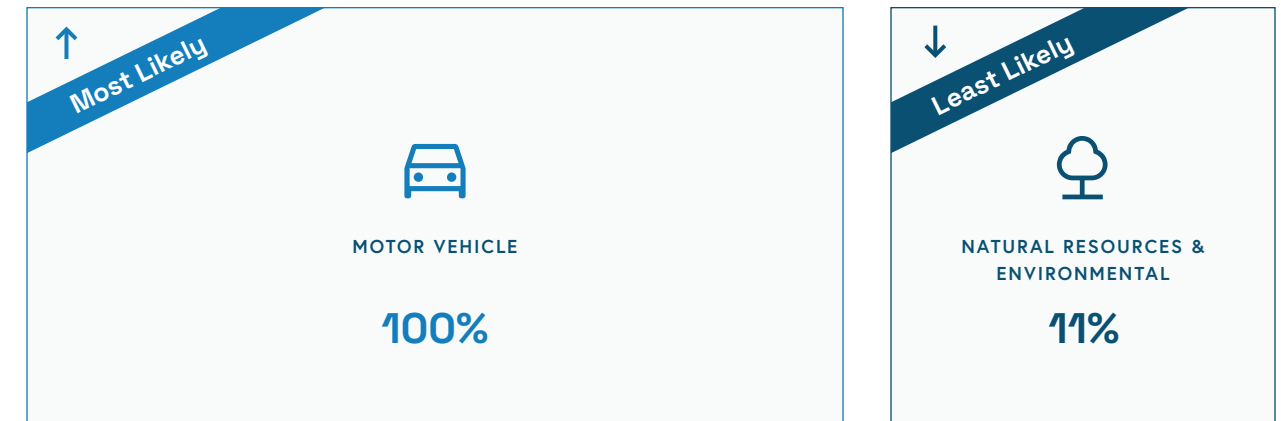
Maternity Leave



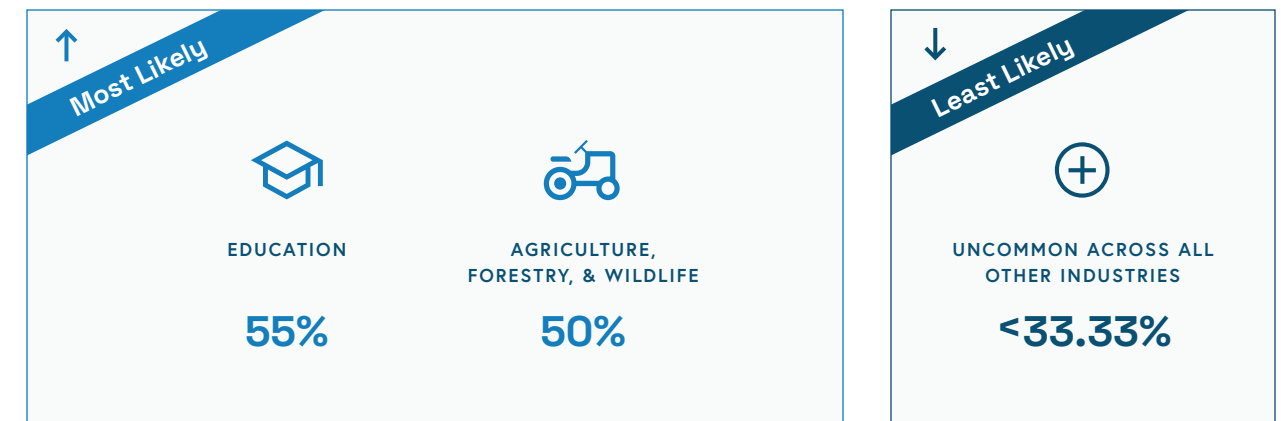
Paternity Leave



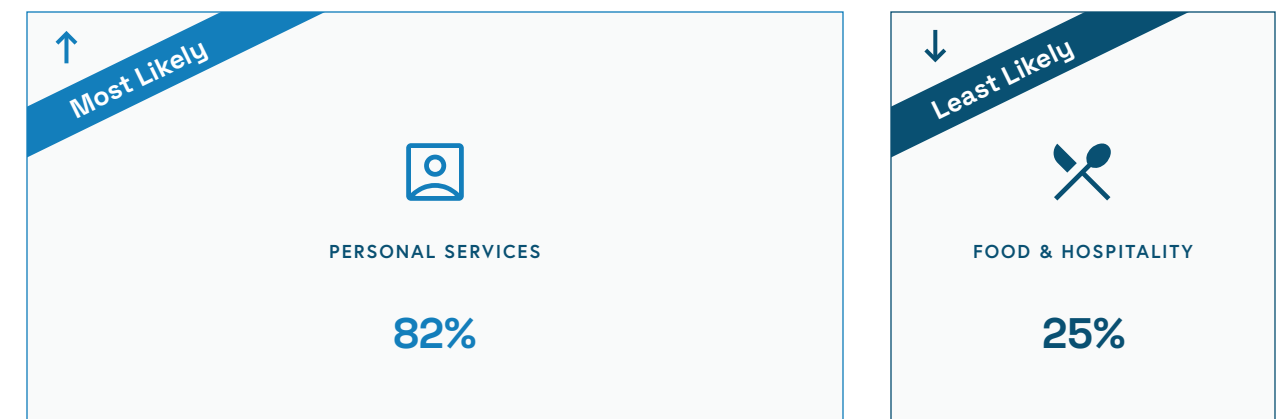
Best Place Designation



Onsite Child Care



Backup Child Care



Standard vs Stand-Out Policies Across All Industries

What policies are standard (90% of designated businesses) to each industry? What policies can help businesses stand out of the crowd for their industry (emerging but not standard)?

To investigate key benchmarks and opportunities by industry, we analyzed implementation of the Top 10 Policies by industry to illuminate industry specific trends and opportunities to be an industrial leader in family friendly.

Agriculture, Forestry, & Wildlife



Business & Information



Construction, Utilities, & Contracting



Education



Finance & Insurance



Food & Hospitality



Standard

- PAID TIME OFF
- FLEXIBLE HOURS

Stand-Out

- EMPLOYEE & DEPENDENT HEALTHCARE
- NURSING BENEFITS

Healthcare



Standard

- PAID TIME OFF
- NURSING BENEFITS
- FLEXIBLE HOURS
- REMOTE WORK

Stand-Out

- EMPLOYEE & DEPENDENT HEALTHCARE
- BACKUP CHILD CARE

Gaming



Standard

- EMPLOYEE HEALTHCARE
- PAID TIME OFF
- NURSING BENEFITS
- FLEXIBLE HOURS

Stand-Out

- PARENTAL LEAVE
- REMOTE WORK

Legal



Standard

- EMPLOYEE & DEPENDENT HEALTHCARE
- PAID TIME OFF
- NURSING BENEFITS
- FLEXIBLE HOURS
- REMOTE WORK

Stand-Out

- PARENTAL LEAVE
- BACKUP CHILD CARE

Government



Standard

- EMPLOYEE & DEPENDENT HEALTHCARE
- PAID TIME OFF
- NURSING BENEFITS
- FLEXIBLE HOURS
- REMOTE WORK

Stand-Out

- PARENTAL LEAVE
- BACKUP CHILD CARE

Manufacturing



Standard

- EMPLOYEE & DEPENDENT HEALTHCARE
- PAID TIME OFF
- NURSING BENEFITS
- FLEXIBLE HOURS
- REMOTE WORK

Stand-Out

- PARENTAL LEAVE
- ONSITE CHILD CARE

Motor Vehicle



Standard

- EMPLOYEE & DEPENDENT HEALTHCARE
- PAID TIME OFF
- MATERNITY LEAVE
- NURSING BENEFITS
- FLEXIBLE HOURS
- REMOTE WORK
- BEST PLACE DESIGNATION

Stand-Out

- PARENTAL LEAVE
- BACKUP CHILD CARE

Personal Services



Standard

- PAID TIME OFF
- NURSING BENEFITS

Stand-Out

- EMPLOYEE & DEPENDENT HEALTHCARE
- CHILD CARE ASSISTANCE

Natural Resources & Environmental



Standard

- EMPLOYEE & DEPENDENT HEALTHCARE
- PAID TIME OFF
- NURSING BENEFITS
- FLEXIBLE HOURS
- REMOTE WORK

Stand-Out

- PARENTAL LEAVE
- BACKUP CHILD CARE

Philanthropy



Standard

- EMPLOYEE HEALTHCARE
- PAID TIME OFF
- FLEXIBLE HOURS
- REMOTE WORK

Stand-Out

- DEPENDENT HEALTHCARE
- NURSING BENEFITS

Nonprofit



Standard

- EMPLOYEE HEALTHCARE
- PAID TIME OFF
- FLEXIBLE HOURS
- REMOTE WORK

Stand-Out

- DEPENDENT HEALTHCARE
- NURSING BENEFITS

Professional Services



Standard

- EMPLOYEE & DEPENDENT HEALTHCARE
- PAID TIME OFF
- NURSING BENEFITS
- FLEXIBLE HOURS
- REMOTE WORK

Stand-Out

- PARENTAL LEAVE
- BACKUP CHILD CARE

Real Estate & Housing



Standard

- EMPLOYEE & DEPENDENT HEALTHCARE
- PAID TIME OFF
- NURSING BENEFITS
- FLEXIBLE HOURS

Stand-Out

- DEPENDENT HEALTHCARE
- PARENTAL LEAVE

Transportation



Standard

- EMPLOYEE & DEPENDENT HEALTHCARE
- PAID TIME OFF
- NURSING BENEFITS
- FLEXIBLE HOURS
- REMOTE WORK

Stand-Out

- PARENTAL LEAVE
- BACKUP CHILD CARE

Safety, Security, & Legal



Standard

- EMPLOYEE HEALTHCARE
- PAID TIME OFF
- MATERNITY LEAVE
- FLEXIBLE HOURS
- REMOTE WORK

Stand-Out

- DEPENDENT HEALTHCARE
- BACKUP CHILD CARE

Other



Standard

- EMPLOYEE & DEPENDENT HEALTHCARE
- PAID TIME OFF
- NURSING BENEFITS
- FLEXIBLE HOURS
- REMOTE WORK

Stand-Out

- PARENTAL LEAVE
- CHILD CARE ASSISTANCE

Technology



Standard

- EMPLOYEE & DEPENDENT HEALTHCARE
- PAID TIME OFF
- NURSING BENEFITS
- FLEXIBLE HOURS
- REMOTE WORK

Stand-Out

- PARENTAL LEAVE
- BACKUP CHILD CARE



Family Friendly Innovations by Company Size

section 4

section 4

Family Friendly Innovations by Company Size

How does family friendly policy implementation vary depending on company industry and what opportunities are there to stand out in the crowd?

In general, overall policy implementation increases with the size of the business. This may be due to a greater demand to support a larger workforce and their accompanied variety of policy needs, or just sheer resource size for larger businesses.

Importantly, **micro and small businesses also offer a large array of family-friendly policies that enable them to differentiate their businesses** from others in the field.

Policies with Greatest Variance in Implementation by Size of Business

1 
POLICY 6
ONSITE
CHILD CARE

2 
POLICY 6
CHILD CARE
ASSISTANCE

3 
POLICY 5
BEST PLACE
DESIGNATION

4 
POLICY 8
BACKUP
CHILD CARE

5 
POLICY 3
PARENTAL
LEAVE

6 
POLICY 4
NURSING
BENEFITS

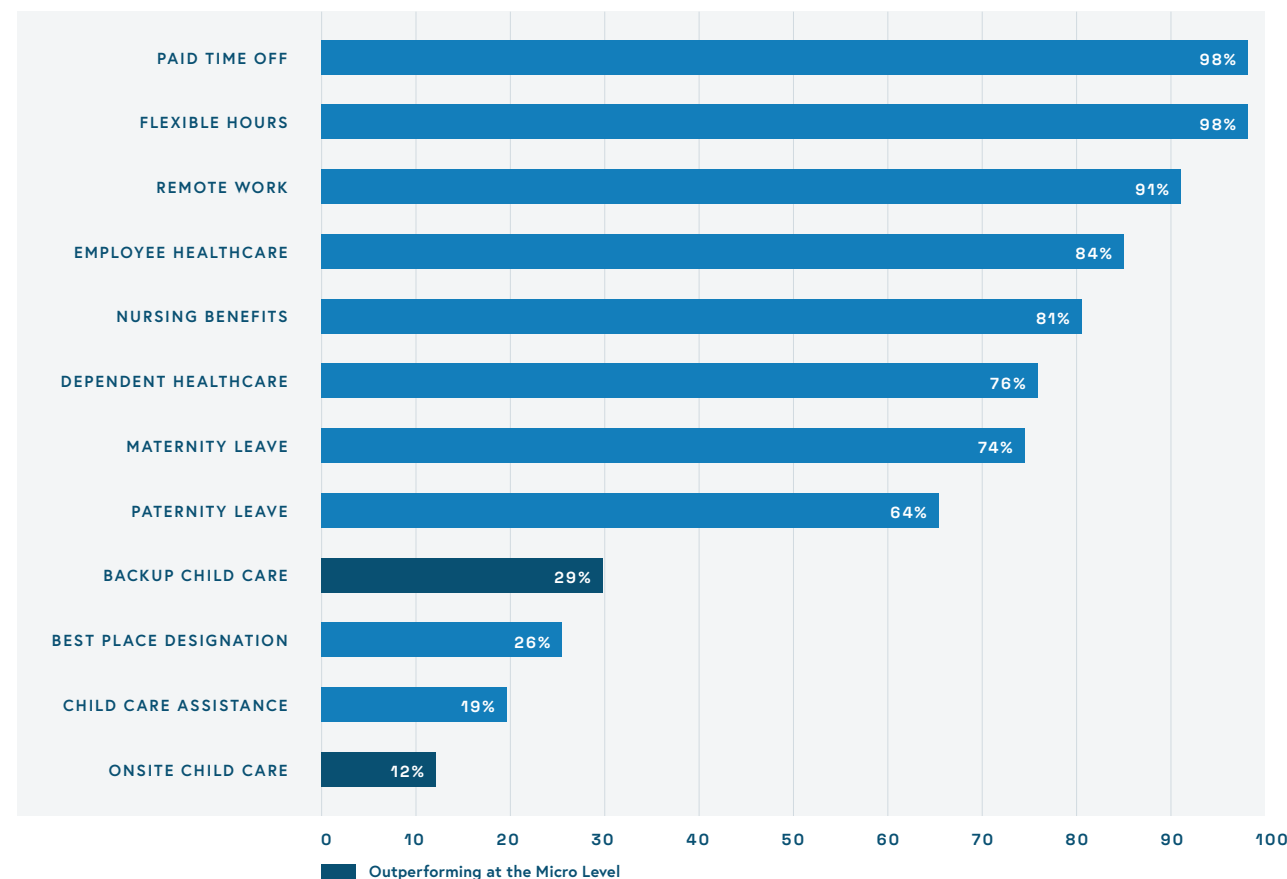
Micro Businesses | 1 - 24 Employees

Micro businesses, with 24 employees or fewer, offer flexibility in terms of paid time off, flexible hours, and remote work. In general, fewer Top 10 Policies are implemented by micro businesses, but this category is demonstrating advancements in onsite child care and backup child care policies relative to small and medium businesses.

Most Common Policies Among Mirco Businesses



figure 6. Implementation of Top 10 Policies Among Small Size BP4WP Businesses



“*Cyera customizes paid benefits to the needs of employees. While we do not have onsite childcare due to the flexible and remote nature of our work, we do offer childcare as a paid benefit.*”

Cyera Strategies | Dallas, Texas



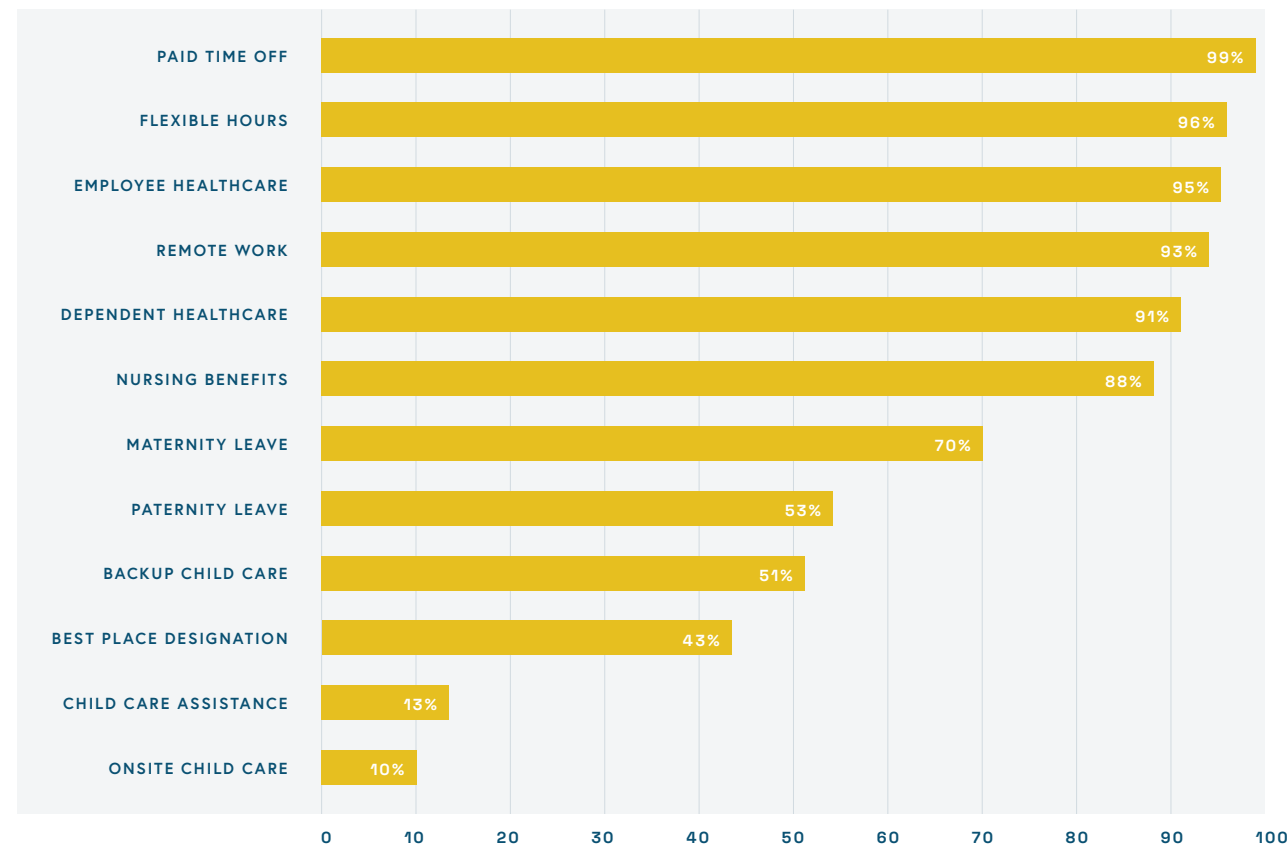
Small Businesses (25 - 200 Employees)

Small businesses, with 25-200 employees, typically offer **paid time off, flexible hours, remote work, and employee and dependent healthcare, and nursing benefits.** Small businesses that offer parental leave and some type of child care support have an opportunity to stand out among their small business peers as a top tier family-friendly employer.

Most Common Policies Among Small Businesses



figure 7. Implementation of Top 10 Policies Among Small Size BP4WP Businesses



“

TimberHP is committed to being an employer of choice, attracting and retaining top talent. Family-friendly practices are a critical piece of that commitment.”

TimberHP | Maine



“

We welcome the need for flexibility in a modern age, help our people make life work well for their families and throw some great family-friendly events annually to celebrate our larger B community. We couldn't be more proud of how our agency supports from within, and our retention rate shows that what we're doing resonates well with parents and their peers.”

Balcom Agency | Fort Worth, Texas



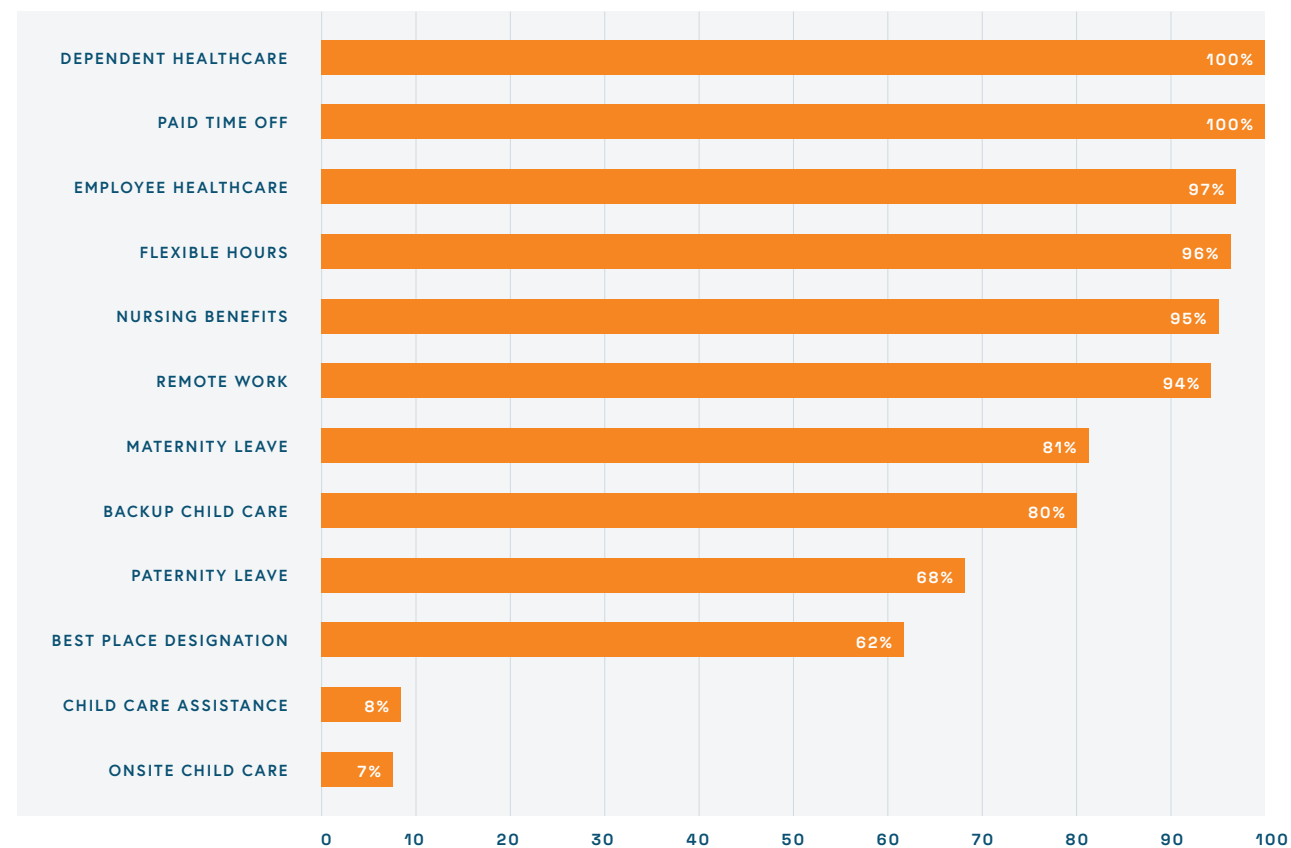
Medium Businesses (201 - 999 Employees)

Medium businesses, with 201-999 employees, have strong **healthcare, paid time off, nursing benefits, flexible hours and remote work policies**. Medium size businesses that offer **parental leave and some type of child care support** have an opportunity to stand out among their medium size business peers as a top tier family-friendly employer.

Most Common Policies Among Medium Businesses



figure 8. Implementation of Top 10 Policies Among Small Size BP4WP Businesses



We a flexible hybrid-first working environment, with no mandatory in-office days or hours for any employee. The company recognizes the caregiving shift that occurred with the pandemic lockdowns and understands employees need the flexibility to do their best work while balancing families.”

Bestow | Dallas, Texas

BESTOW[®]



Canvas was built with an entrepreneurial spirit, named to inspire creativity and innovation. We bring that same spirit to our team and to our working parent employees – listening to our evolving workforce’s needs, and implementing new solutions that help every employee show up as their best selves at work and at home.”

Canvas | Hunstville, Alabama

CANVAS

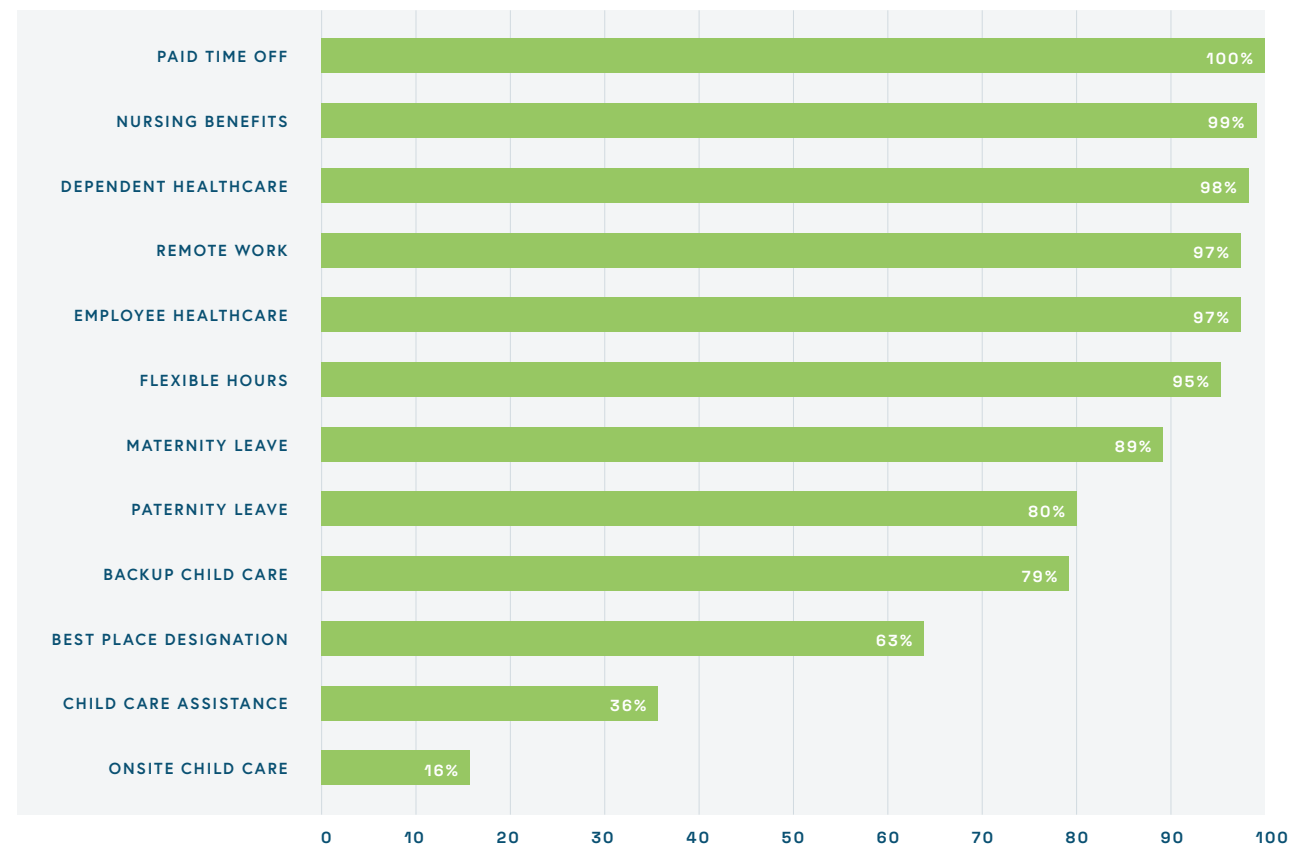
Large Businesses (1000+ Employees)

Overall, large businesses, with 1000 or more employees, have strong policy implementation **across the spectrum of policies**. Areas of opportunity for large businesses include onsite child care which has risen by more than 1% since 2022, and child care assistance which is down by more than 50% than 2022.

Most Common Policies Among Large Businesses



figure 9. Implementation of Top 10 Policies Among Small Size BP4WP Businesses



As one of the largest employers in the U.S., we actively seek to build durable relationships with our employees and their families, connecting them to greater possibilities. Our full suite of family-friendly policies helps build those connections as we recruit and retain our top-flight team.”

AT&T | Dallas, Texas

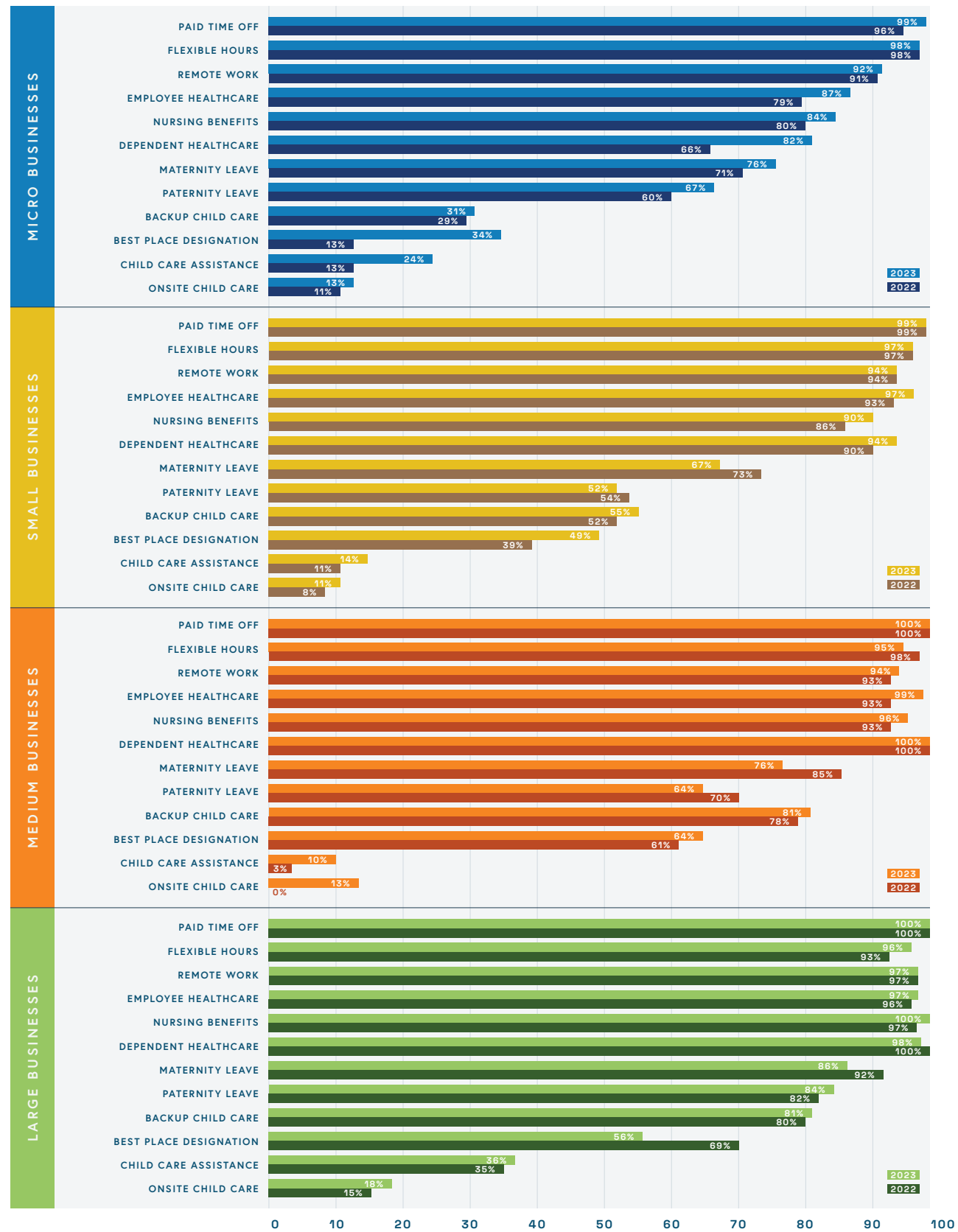


We know that family-friendly policies make a huge difference in helping women re-enter and stay in the workforce, and this has been a growing trend for employers of all sizes and industries. We’re excited about what the future of work can look like if we want to build successful companies, satisfied employees, healthy families, and thriving communities.”

Indeed | Austin, Texas



figure 10. 2022 vs. 2023 Policy Implementation by Size



Policy Trends by Region

section 4

section 4

Policy Trends by Region

How does family-friendly policy implementation vary depending on company location?

Across all Best Place for Working Parents® Regions employee and dependent healthcare, paid time off, flexible hours and working remotely are consistently implemented (more than 90% of businesses have these policies). Regions vary more widely in their implementation of the other policies, most notably maternity leave, paternity leave, best place designation, child care assistance, and backup childcare policies.

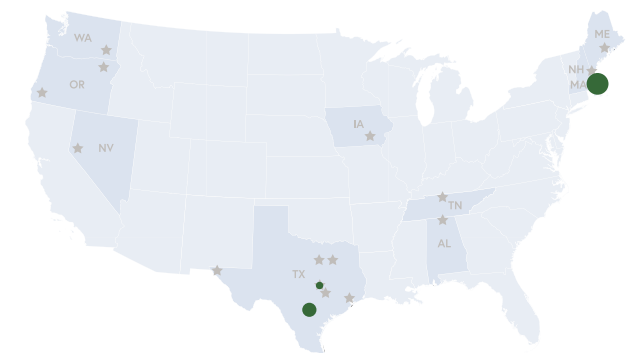
Employee Healthcare



Designated businesses typically offer employee healthcare.

REGIONAL LEADERS:

- MASSACHUSETTS | 100%
- SAN ANTONIO, TEXAS | 95.8%
- AUSTIN, TEXAS | 95.7%



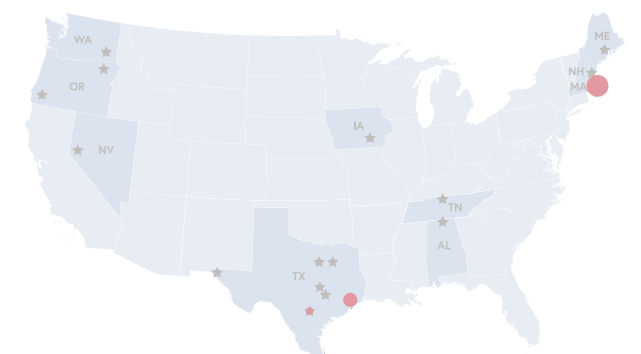
Dependent Healthcare



Similar to employee healthcare, healthcare for dependents is very common.

REGIONAL LEADERS:

- MASSACHUSETTS | 100%
- HOUSTON, TEXAS | 98.3%
- SAN ANTONIO, TEXAS | 95.8%



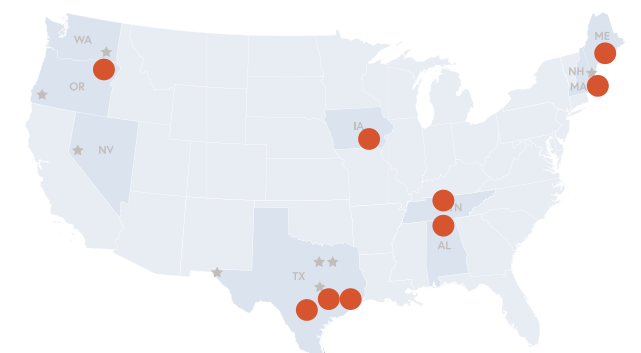
Paid Time Off



Almost all businesses offer a paid time off policy.

REGIONAL LEADERS:

- BASTROP CO, TX | 100%
- DOUGLAS CO, OR | 100%
- HOUSTON, TX | 100%
- HUNTSVILLE, AL | 100%
- IOWA | 100%
- MAINE | 100%
- MASSACHUSETTS | 100%
- SAN ANTONIO, TX | 100%
- TENNESSEE | 100%



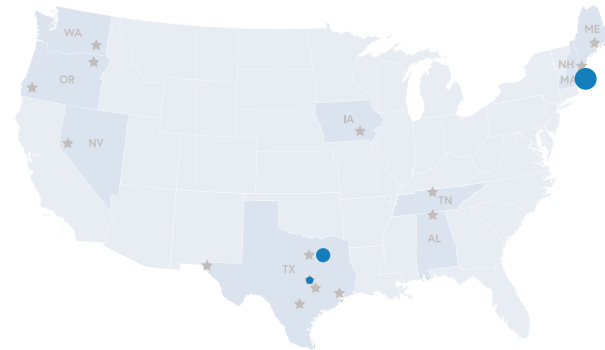
Maternity Leave



Maternity leave is offered in more than half (50%) of businesses within each region, and in 76% of all businesses.

REGIONAL LEADERS:

- MASSACHUSETTS | 100%
- DALLAS, TEXAS | 87.2%
- AUSTIN, TEXAS | 84.1%



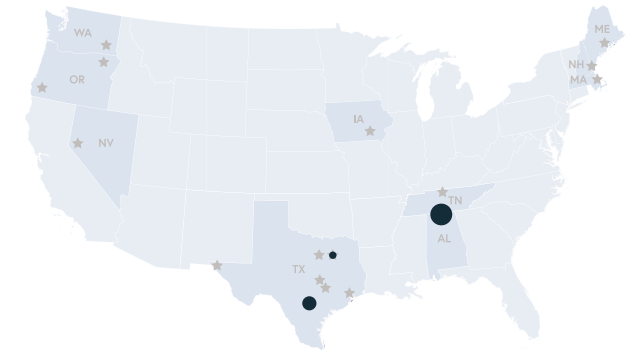
Best Place Designation



"Best Place" designations vary widely by region, and are present in less than half (46%) of all businesses.

REGIONAL LEADERS:

- HUNTSVILLE, ALABAMA | 68.4%
- SAN ANTONIO, TEXAS | 58.3%
- DALLAS, TEXAS | 56.7%



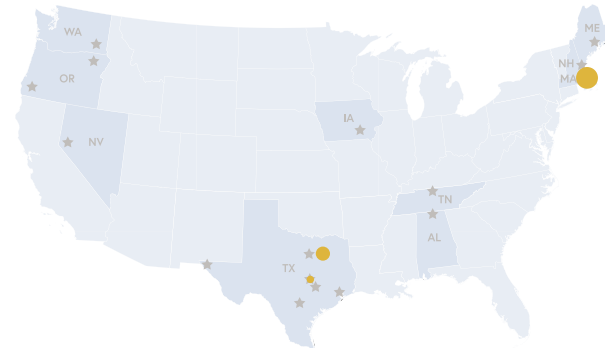
Paternity Leave



Paternity leave is offered less frequently than maternity leave overall (62% versus 76%).

REGIONAL LEADERS:

- MASSACHUSETTS | 85.7%
- DALLAS, TEXAS | 81.7%
- AUSTIN, TEXAS | 77.8%



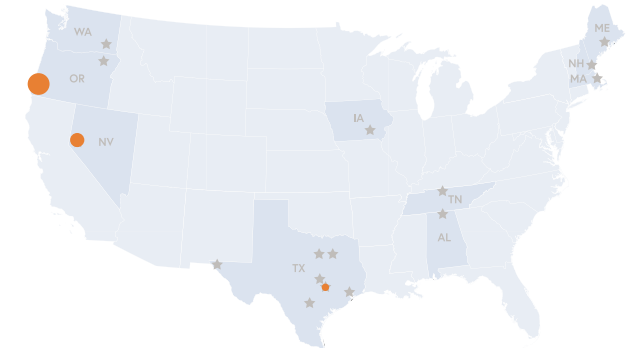
Onsite Child Care



Onsite child care is infrequently offered in all regions (11% across businesses); less than a quarter of businesses in each region, except Douglas County, have this benefit.

REGIONAL LEADERS:

- DOUGLAS COUNTY, OREGON | 33.3%
- NEVADA | 22.2%
- BASTROP COUNTY, TEXAS | 21%



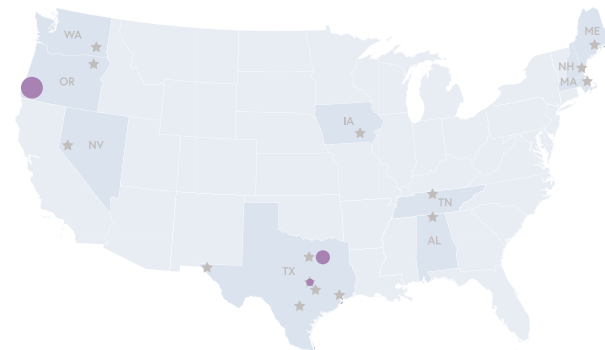
Nursing Benefits



Nursing benefits are common (90% of all businesses); almost 3/4 of businesses in each region offer a nursing policy.

REGIONAL LEADERS:

- DOUGLAS COUNTY, OREGON | 100%
- DALLAS, TEXAS | 96.3%
- BASTROP COUNTY, TEXAS | 94.4%



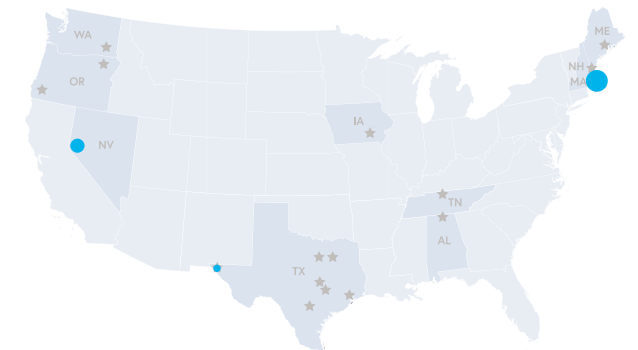
Child Care Assistance



Child care assistance is infrequently offered in general (18% of businesses) and varies across regions.

REGIONAL LEADERS:

- MASSACHUSETTS | 57.1%
- NEVADA | 29.6%
- EL PASO, TEXAS | 29.1%



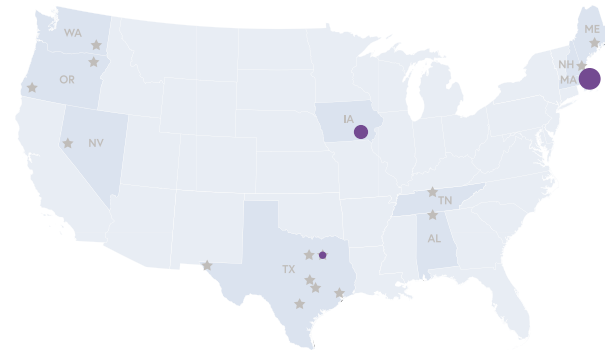
Backup Child Care



Backup child care is offered in more than half of all businesses (56%), but varies in offerings across regions.

REGIONAL LEADERS:

- MASSACHUSETTS | 85.7%
- IOWA | 69.4%
- DALLAS, TEXAS | 68.9%



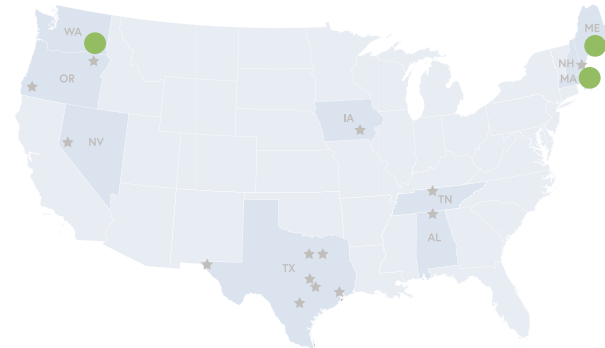
Flexible Hours



Nearly all designated businesses (96%) offer flexible hours.

REGIONAL LEADERS:

- WALLA WALLA VALLEY (OREGON/WASHINGTON) | 100%
- MASSACHUSETTS | 100%
- MAINE | 100%



Remote Work



Nearly all designated businesses offer remote work options (93%).

REGIONAL LEADERS:

- WALLA WALLA VALLEY (OREGON/WASHINGTON) | 100%
- MASSACHUSETTS | 100%
- MAINE | 100%

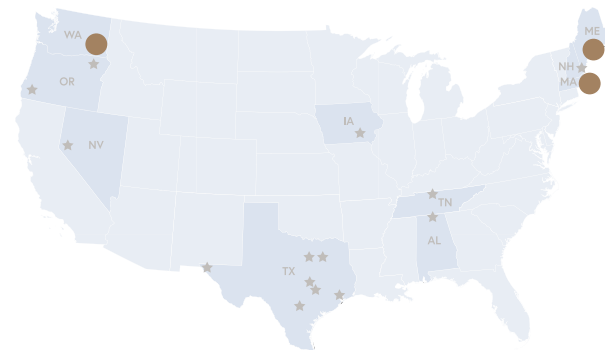
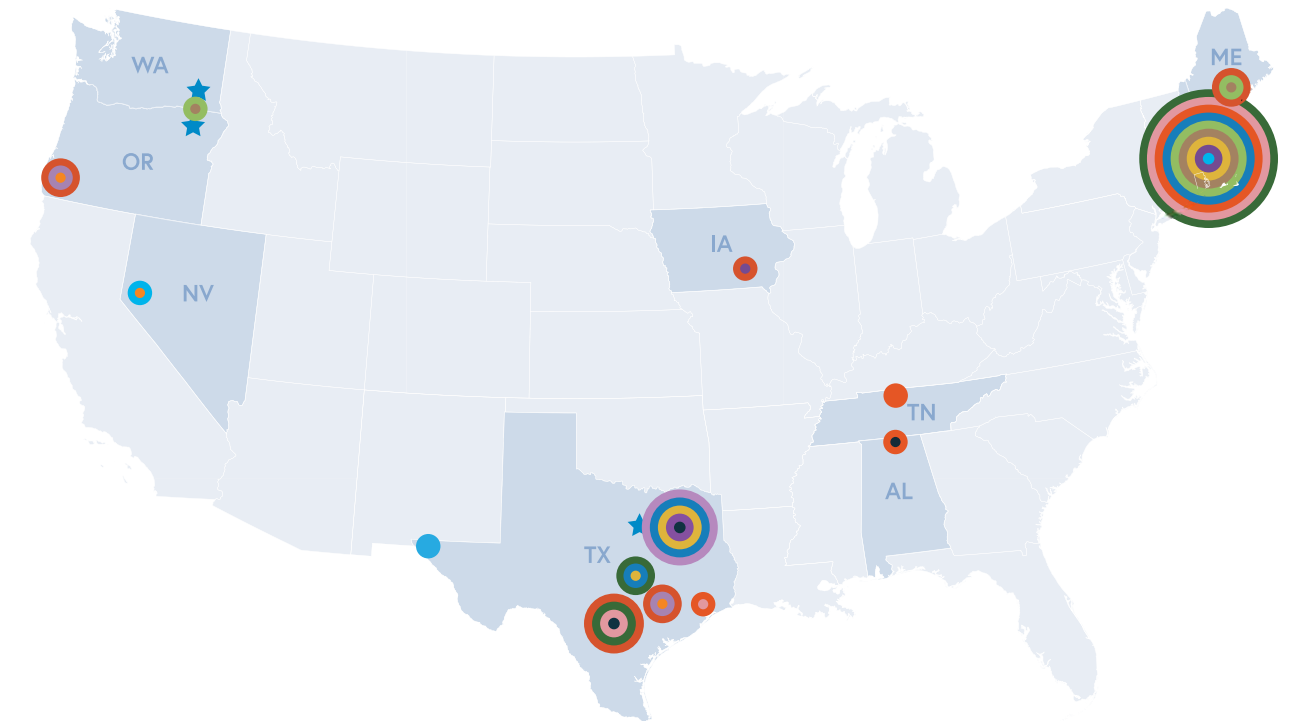


figure 11. Policy Trends by Region, National View



- | | | |
|----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
|  POLICY 1A
COMPANY PAID HEALTHCARE |  POLICY 3B
PATERNITY LEAVE |  POLICY 7
CHILD CARE ASSISTANCE |
|  POLICY 1B
DEPENDENT HEALTHCARE |  POLICY 4
NURSING BENEFITS |  POLICY 8
BACKUP CHILD CARE |
|  POLICY 2
PAID TIME OFF |  POLICY 5
BEST PLACE DESIGNATION |  POLICY 9
FLEXIBLE HOURS |
|  POLICY 3A
MATERNITY |  POLICY 6
ONSITE CHILD CARE |  POLICY 10
REMOTE WORK |

The Impact of Best Place Designation

section 6

section 6

The Impact of Best Place Designation

Which policies are most likely to be in place at a Best Place for Working Parents® Designated company and absent from those businesses without the designation?

To earn designation as a Best Place for Working Parents®, businesses complete an online assessment to identify which of the Top 10 policies they have in place. The assessment is scored with BP4WP's proprietary algorithm that accounts for business size; businesses must have at minimum 50% of the policies in place.

To investigate whether certain policies represent a "difference maker" toward designation, we compared the applications of businesses that did not result in designation to those that were designated in 2020, 2021, 2022, and 2023. For simplicity, 2023 is used as the reference point in the figures below.

Designation Policy Gaps

Highlighted below are those policies with the largest gap (20+ percentage points) between designated businesses in 2023 and those not designated. These gaps highlight areas of opportunity for non-Best Place for Working Parents® businesses.

figure 12. *Designated Verses Not Designated: Maternity Leave*

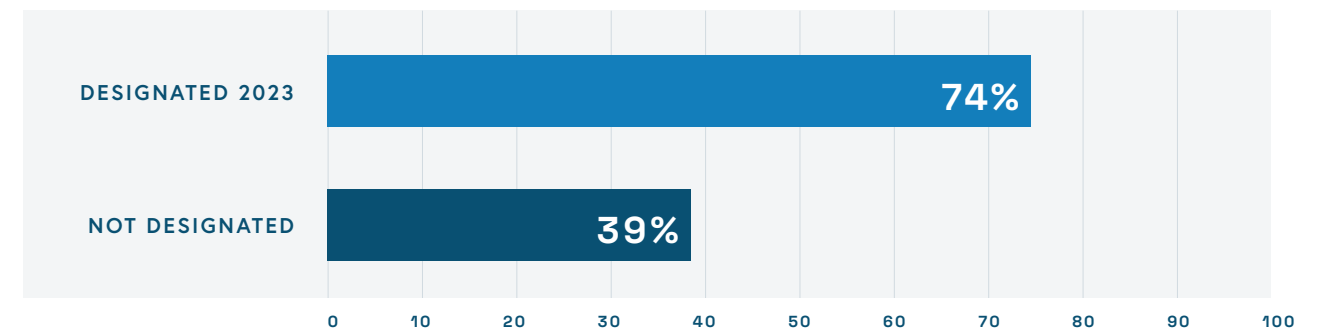


figure 13. *Designated Verses Not Designated: Paternity Leave*

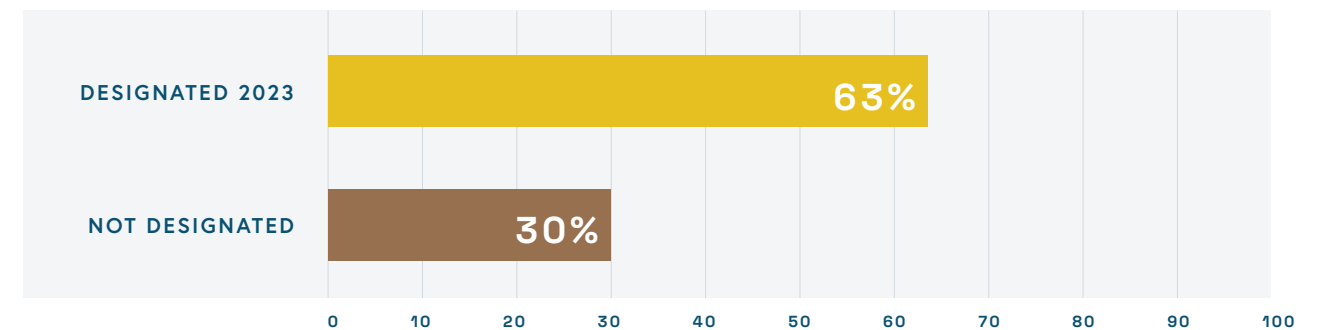


figure 14. Designated Verses Not Designated: Nursing Benefits

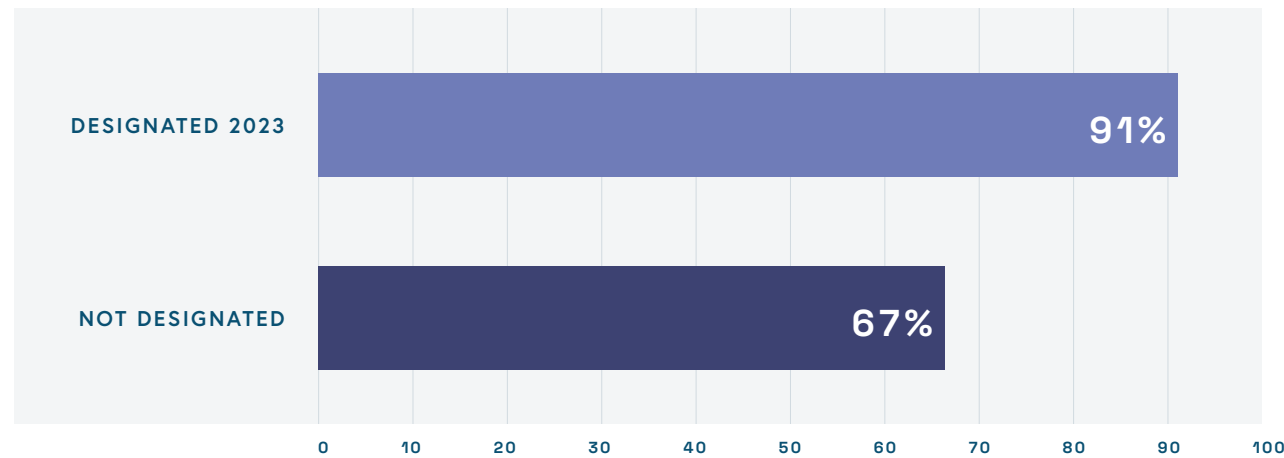


figure 15. Designated Verses Not Designated: Best Place Designation

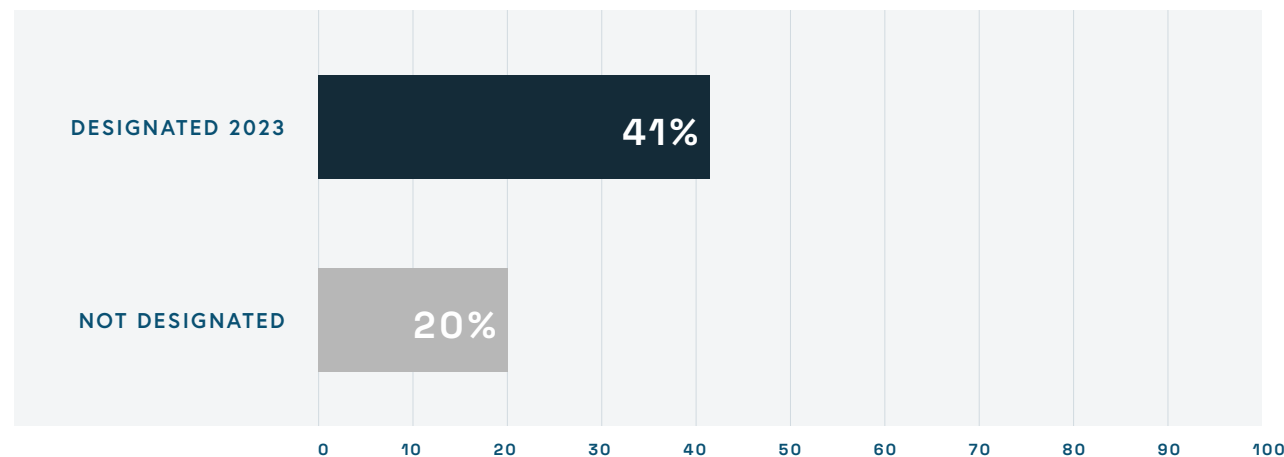
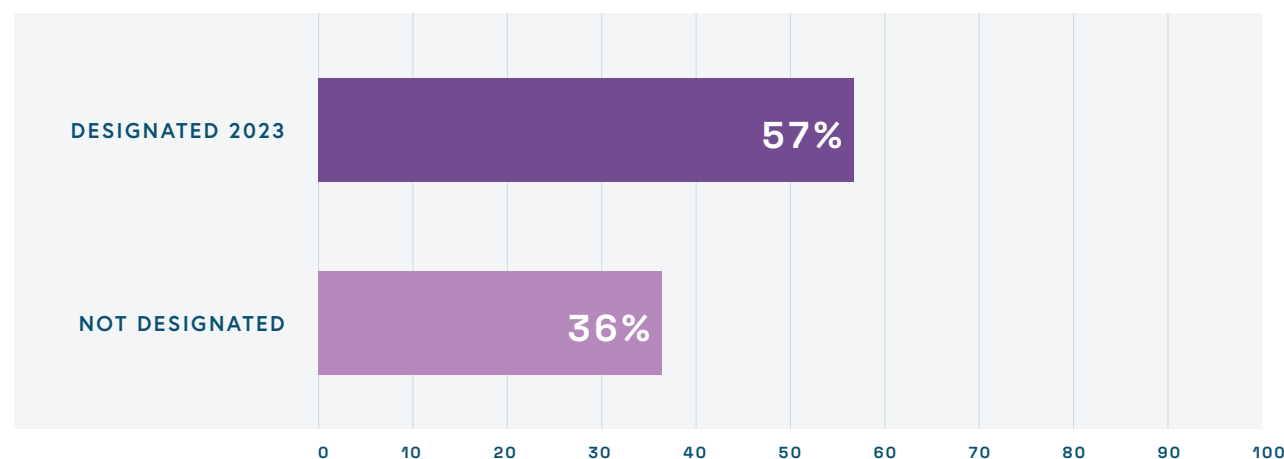


figure 16. Designated Verses Not Designated: Backup Child Care



“As a company, we meet the general needs and preferences of all working parents regardless of race, age, and family status. We offer family-friendly policies in company holidays and corporate events, paid healthcare coverage, medical paid time off, PTO, parental leave, maternity leave, nursing accommodations, backup childcare assistance, flex hours, and remote work.”

The Johnson Companies | Houston, Texas



Designated Verses Not Designated by Company Size

What are the differences in designated 2023 versus not designated, by company size?

Below provides summary information on the top 10 policies for designated in 2023 versus not designated businesses, ordered by company size.

figure 17. Micro: Designated Vs. Not Designated

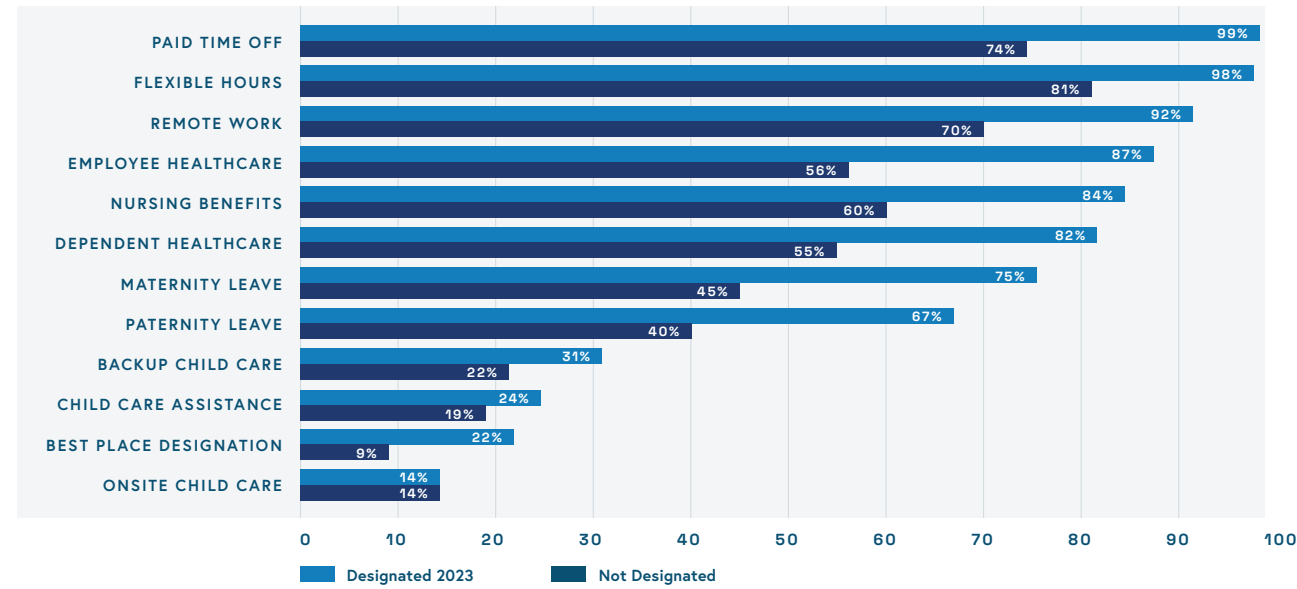


figure 18. Small: Designated Vs. Not Designated

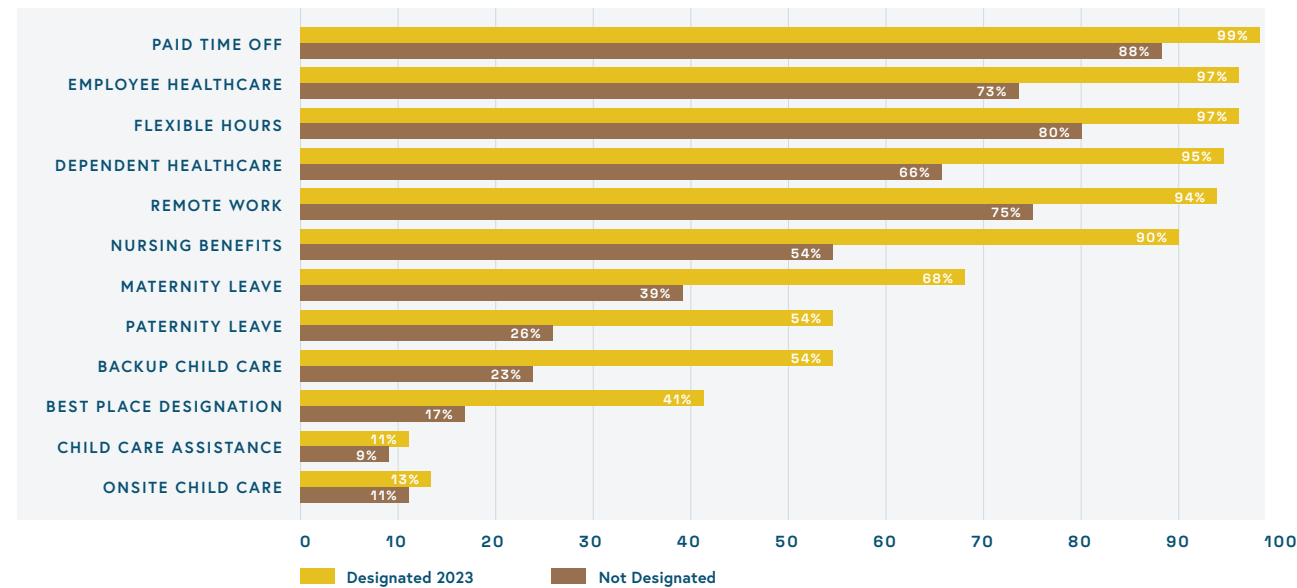


figure 19. Medium: Designated Vs. Not Designated

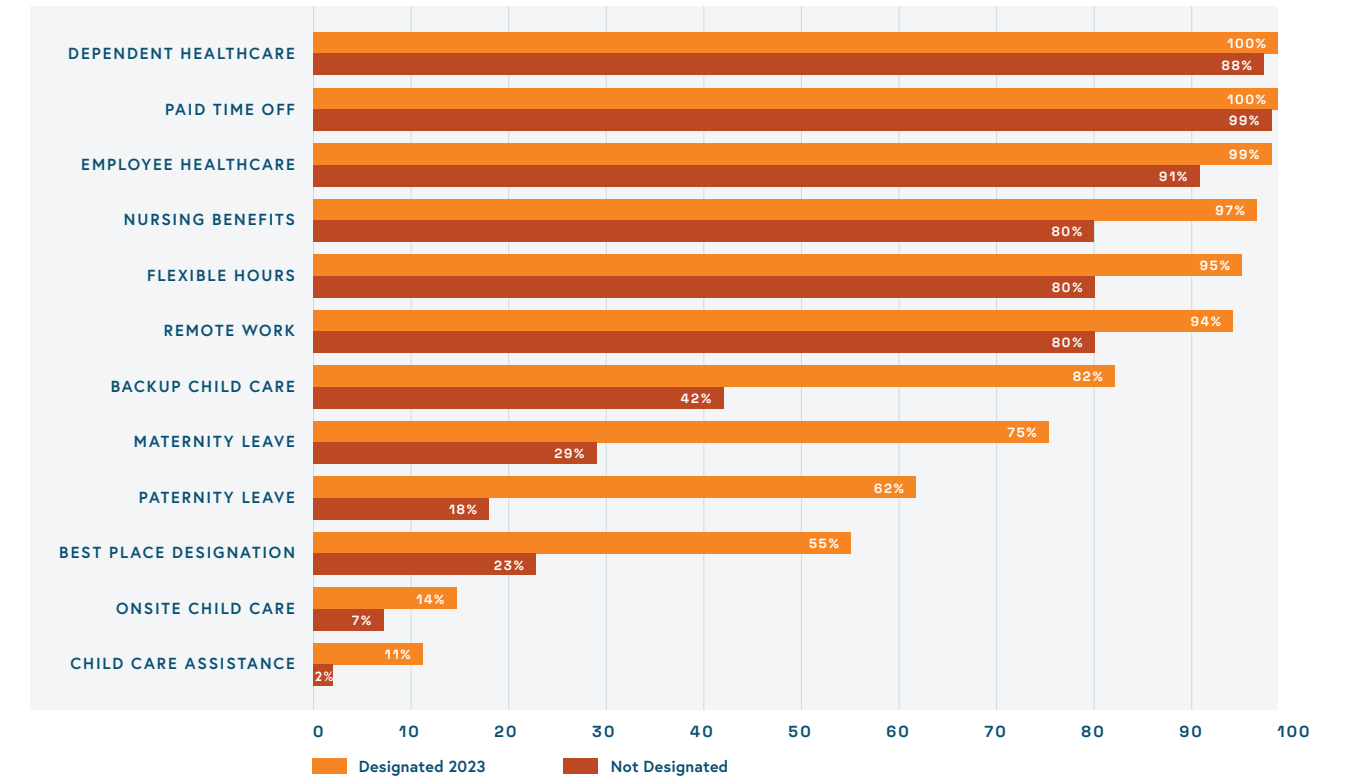
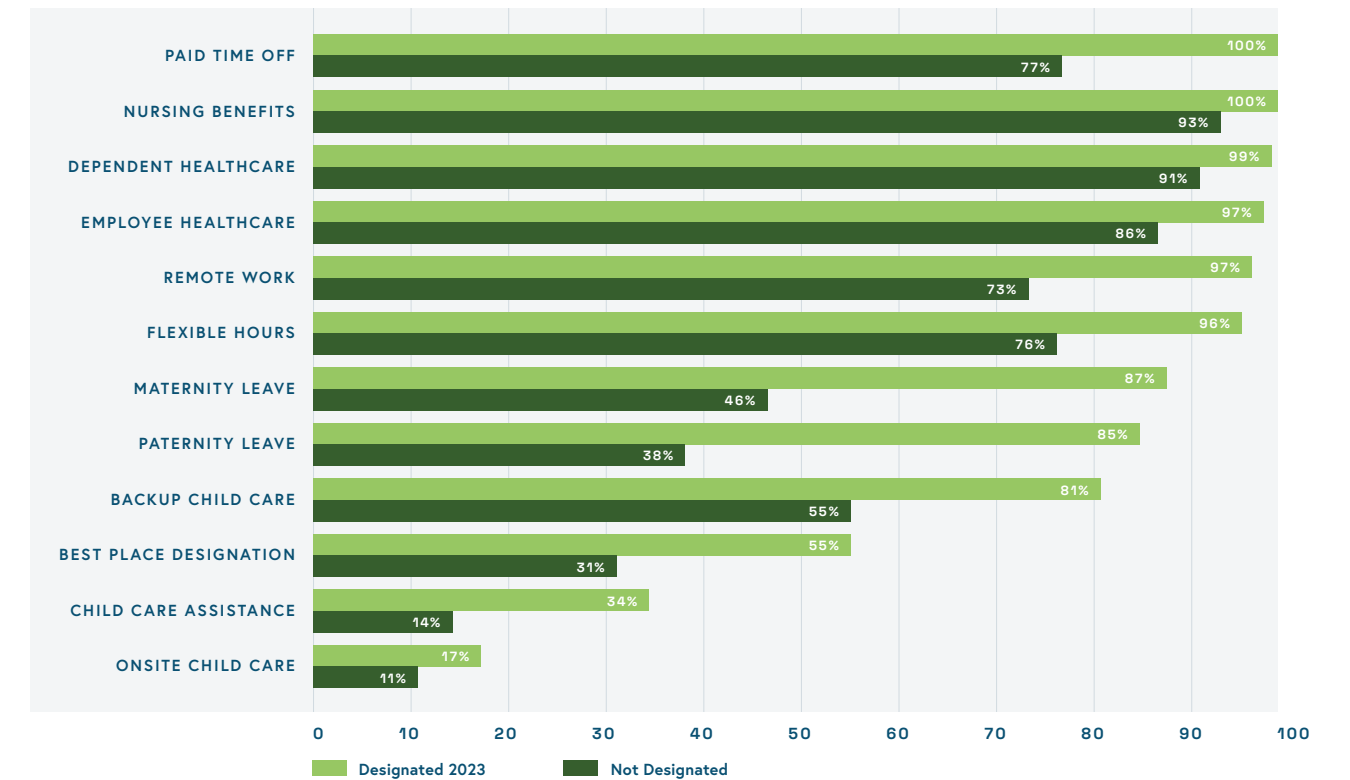


figure 20. Large: Designated Vs. Not Designated



Policy Adoption

section 7

section 7

Policy Adoption

Which policies have increased their adoption across Best Place for Working Parents® Designated Businesses?

To earn designation as a Best Place for Working Parents®, businesses must complete an online assessment to identify which of the Top 10 policies they have in place. The assessment is scored with BP4WP's proprietary algorithm that accounts for business size; businesses must have at minimum 50% of the policies in place.

To investigate how certain policies change over time, Impactiv compared the applications across time, 2020 – 2023.

Onsite Child Care



How employers can support their employees child care needs has become an focal point for business leaders across the country. In onsite child care, we have seen a meaningful increase from 8.8% to 13.02% of all businesses within the network.

figure 21. *Growth in Implementation: Onsite Child Care*

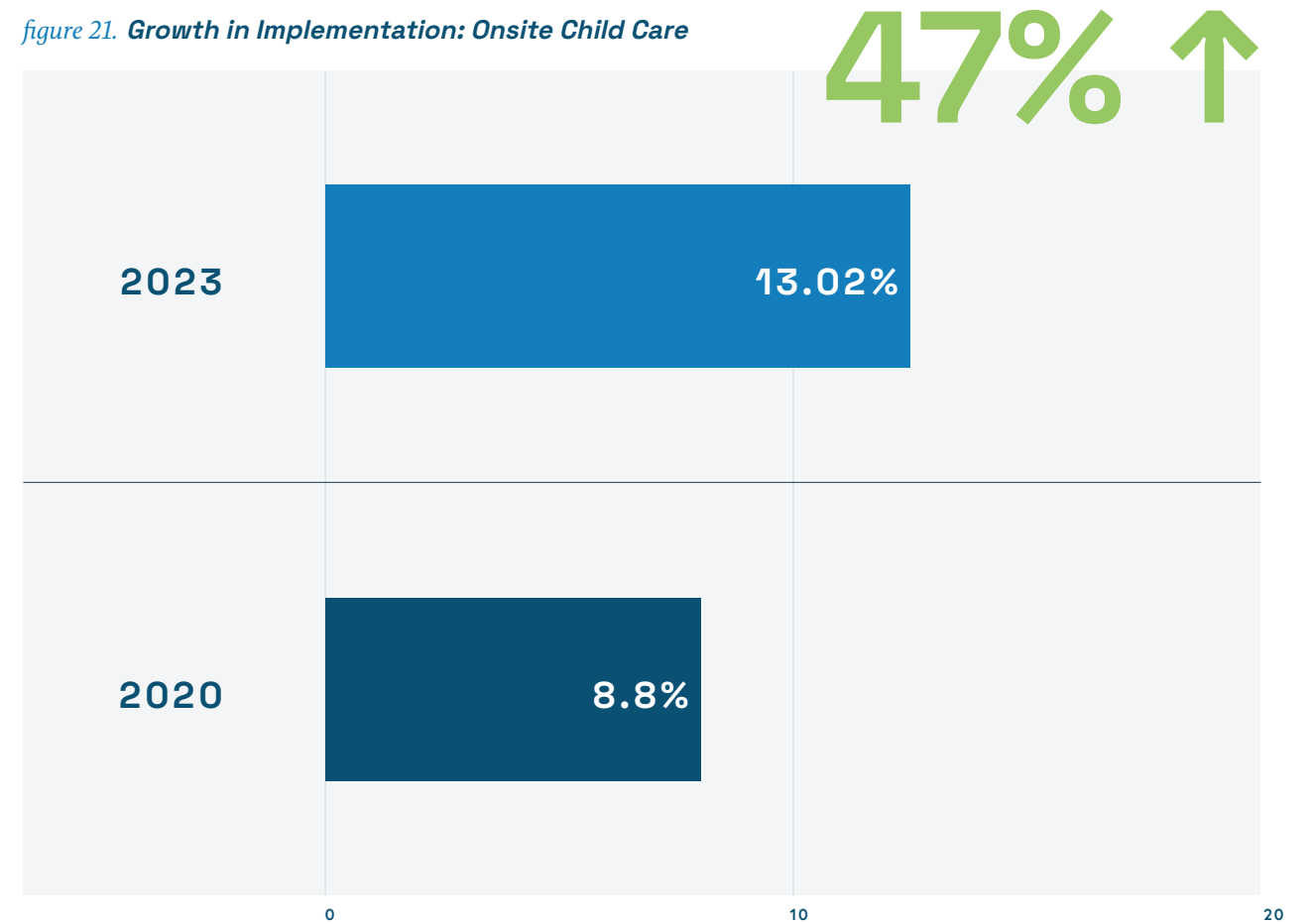


figure 22. Variation by Size: Onsite Child Care

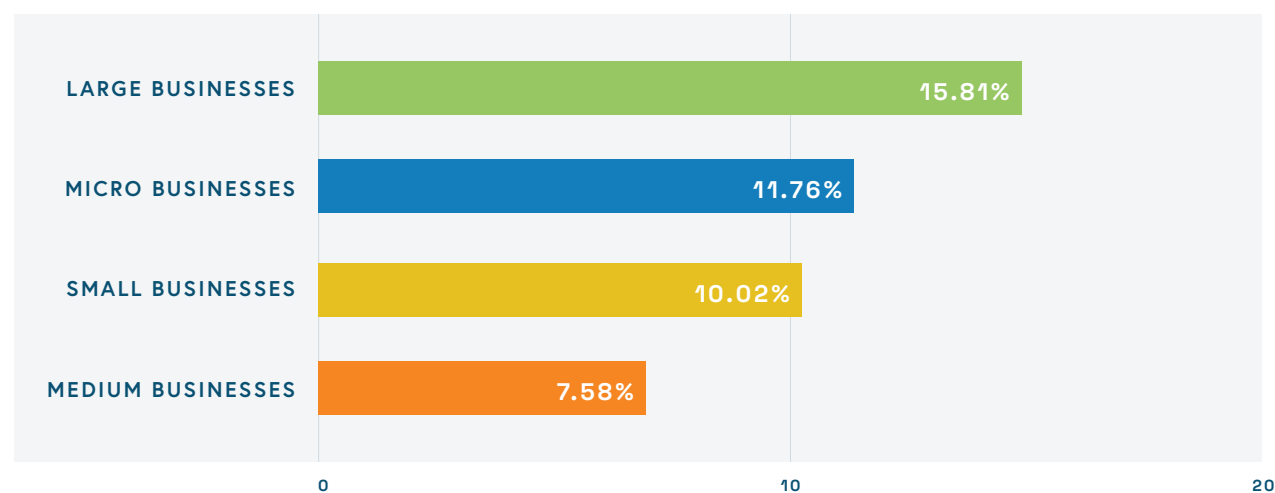


figure 23. Variation by Industry: Onsite Child Care

Industry leaders for on-site child care that far outpace the national average across all industries include:

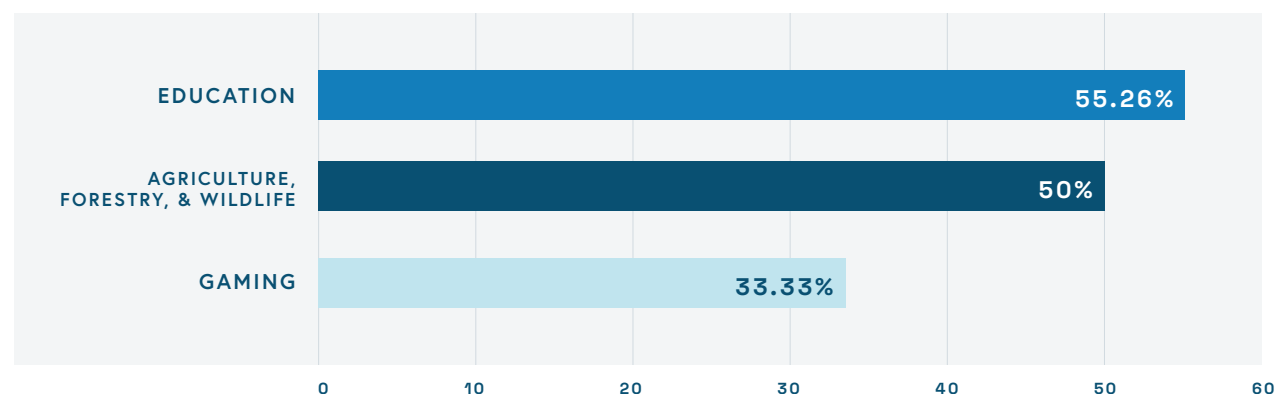
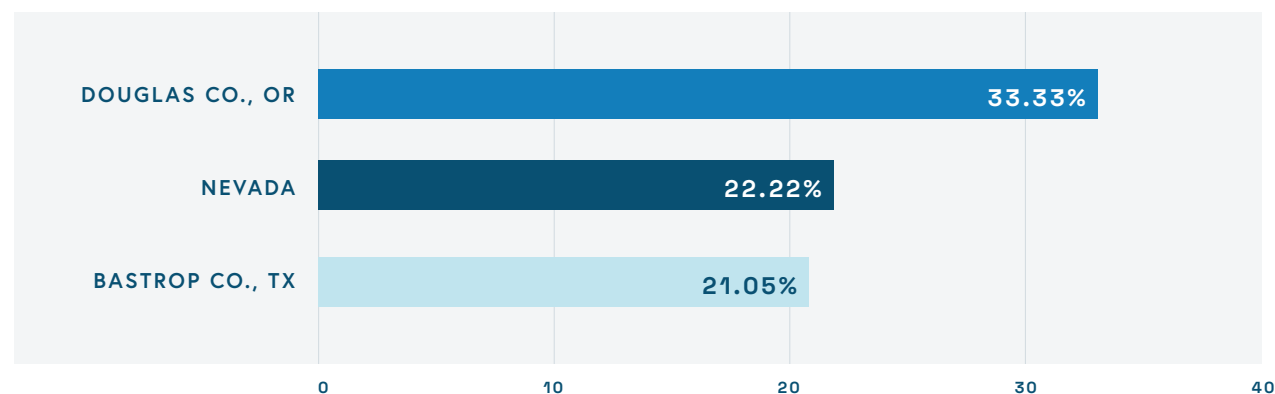


figure 24. Variation by Geography: Onsite Child Care

As detailed above, there is considerable variation in the implementation of onsite child care by geography. Those regions that have more than 20% of Best Place for Working Parents® Businesses offering on-site child care include:



“*The core of the Tyson Foods culture is valuing our team members and their families, we listened to the needs of our team members and recognized this (onsite child care) as an area where we could help.*”

Tyson Foods | Tennessee



Flexible & Remote Work

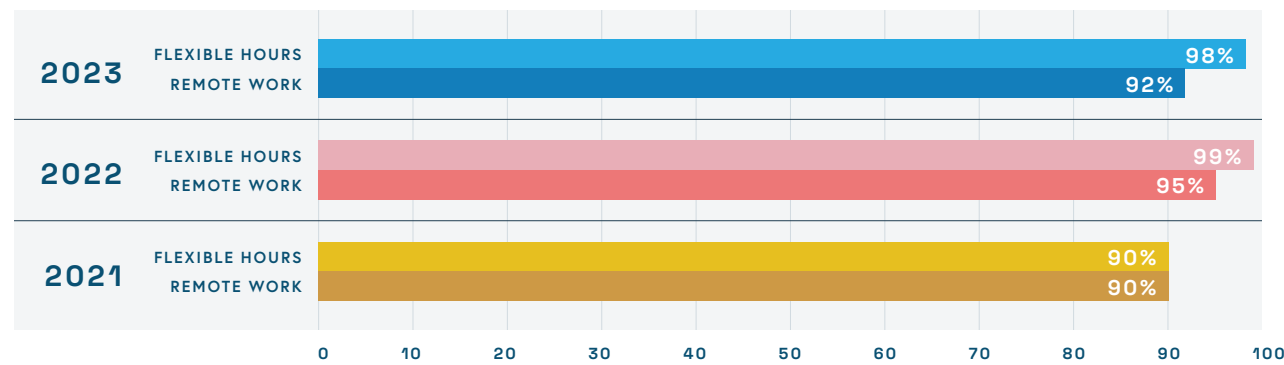


With changes in how work is done and increased focus on flexibility in terms of time and geographical space across all businesses post-pandemic, we set out to explore any temporal differences in flexible hours and working remotely.

Micro Businesses (1-24 Employees)¹³

With changes in how work is done and increased focus on flexibility in terms of time and geographical space across all businesses post-pandemic, we set out to explore any temporal differences in flexible hours and working remotely.

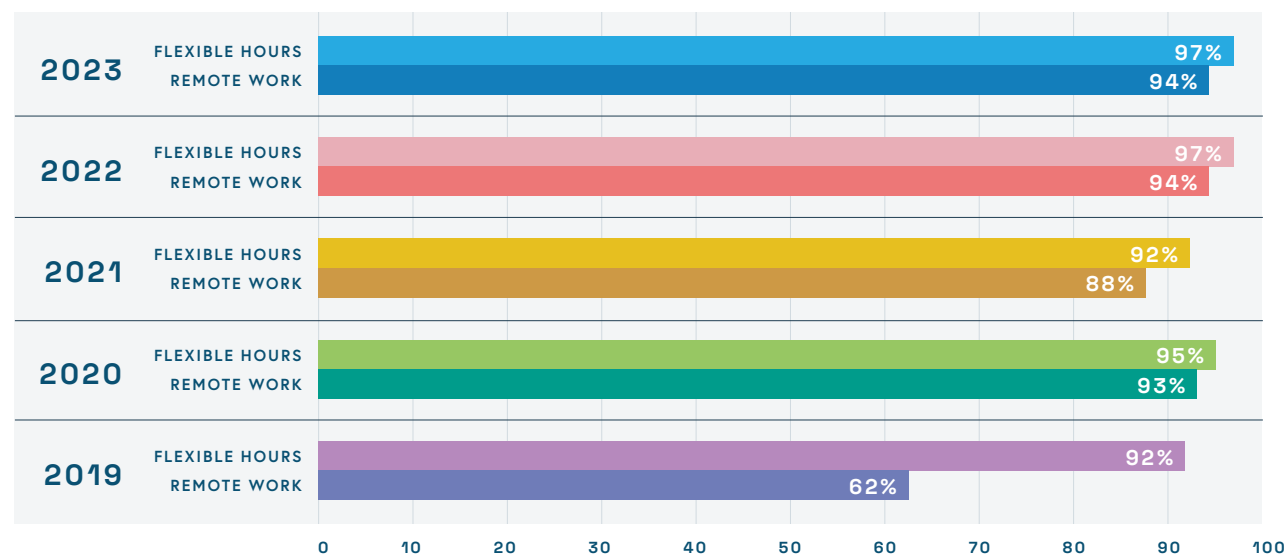
figure 25. Flexible & Remote Work Since 2021: Micro Businesses



Small Businesses (25-200 Employees)

For small businesses, both flexible hours and working remotely were likely catapulted due to the pandemic. As a result, these two policies are offered in over 93% of all businesses and remain high.

figure 26. Flexible & Remote Work Since 2019: Small Businesses



¹³ | The micro size business category was added as an option in 2021.

“
We prioritize people and believe that nurturing happy parents leads to a more engaged workforce. Our inclusive culture emphasizes flexibility with options like remote work and flexible hours to empower parents.”

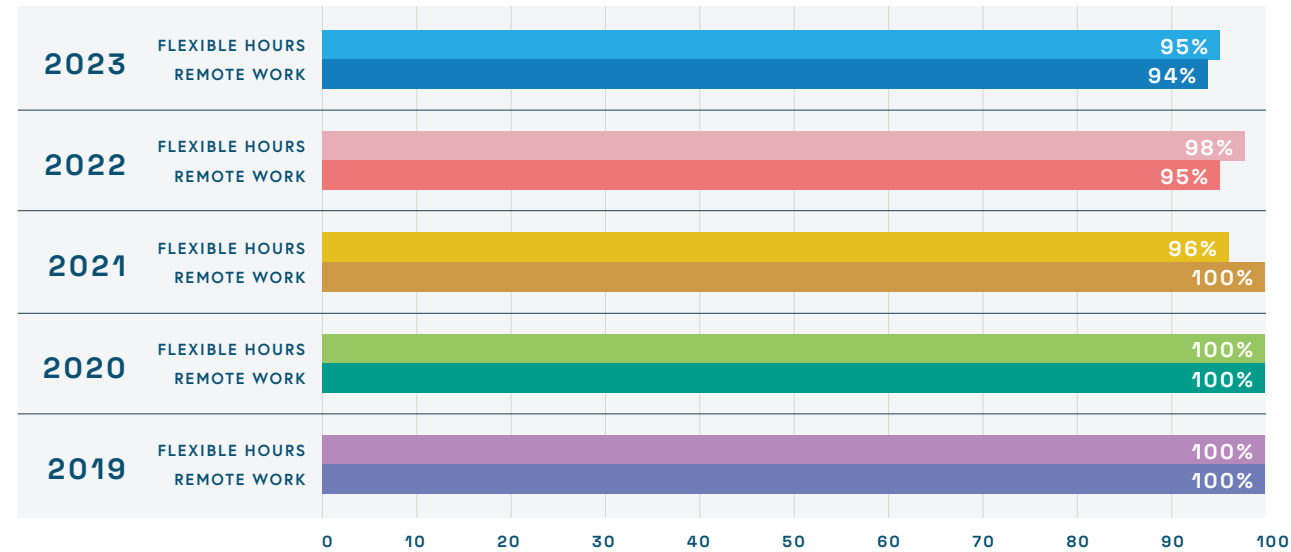
Apex Capital | Fort Worth, Texas



Medium Businesses (201-999 Employees)

Medium businesses has low representation in 2019 and 2020, so those percentages should be taken with caution due to potential sampling bias. However, there is still a high degree of flexible work offerings in recent years for medium businesses, albeit slightly lower than in small businesses.

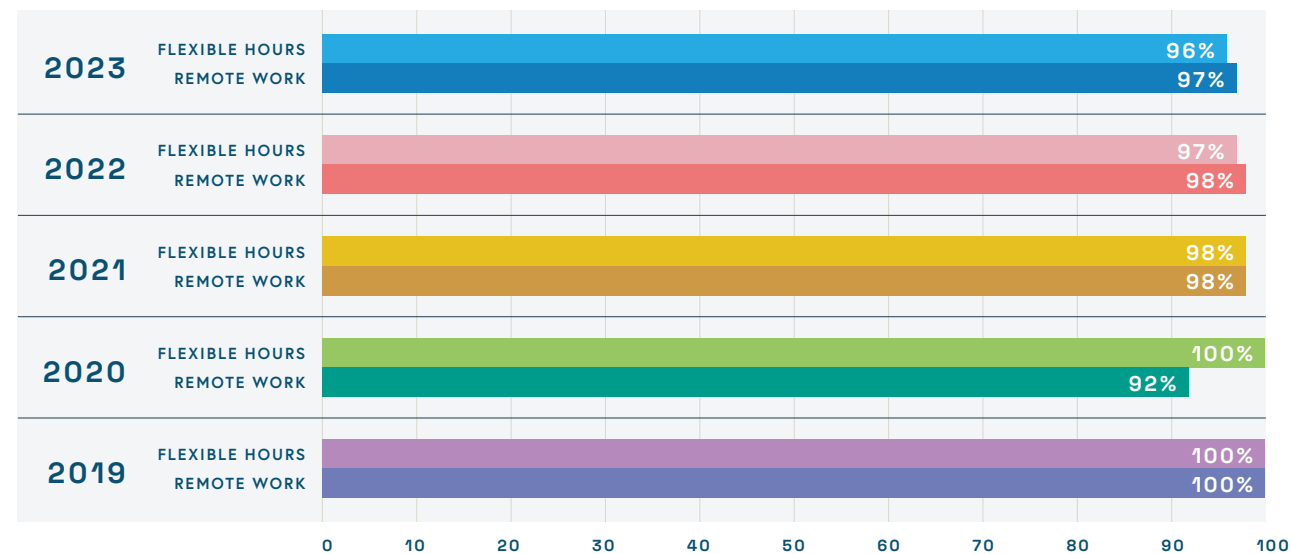
figure 27. Flexible & Remote Work Since 2019: Medium Businesses



Large Businesses (1000+ Employees)

For small businesses, both flexible hours and working remotely were likely catapulted due to the pandemic. As a result, these two policies are offered in over 93% of all businesses and remain high.

figure 28. Flexible & Remote Work Since 2019: Large Businesses



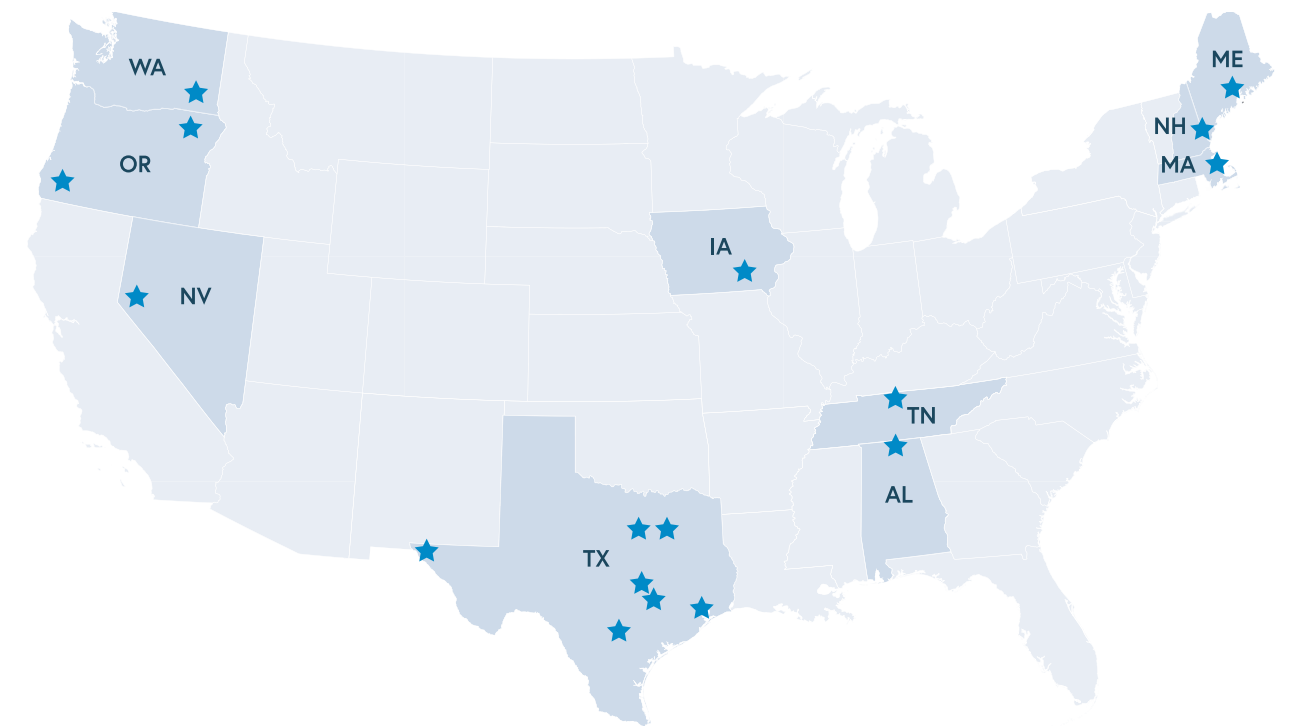
About Best Place for Working Parents®

The Best Place for Working Parents® is a growing network of business leaders proving that family-friendly is business-friendly. Through a first-of-its-kind 3-minute online business self-assessment, businesses across the country are gaining this competitive designation that recognizes innovation across the top 10 research-backed family friendly policies proven to benefit working parents AND employers' bottom line.

Our online self-assessment and designation was developed together with 100 business leaders who recognized family-friendly practices as a critical lever for catalyzing and empowering a changing workforce, and as a keen business strategy for attracting and retaining today's top talent. Today, the Best Place for Working Parents® effort has expanded to 10 states and 17 regions across the United States, engaging businesses of every size and industry that boosting employee attraction, retention, loyalty, productivity, and engagement through research-backed family-friendly policies.

The Best Place for Working Parents® is supported by national research that demonstrates the power of these practices in impacting working parents and their families, and for the businesses that implement them. The 3-minute online self-assessment instantaneously allows business leaders to see if their organization earned a Best Place for Working Parents® designation, along with a dashboard of their company's results as compared to other businesses of like size and industry. The self-assessment results dashboard is dynamic and updated each time a new business takes the assessment.

To learn more, visit BestPlace4WorkingParents.com, or reach out to us. We look forward to connecting with you!





THE BEST PLACE FOR
WORKING PARENTS[®]

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