



THE BEST PLACE FOR
WORKING PARENTS®

National Trends Report

fall 2025



2025 Trends Overview

The future of work is here – and working parents are powering it.

76% of working parents cite that becoming a parent boosted their motivation at work¹, which is good news for business, as 7 in 10 U.S. employees are caregivers and at the very heart of our workforce and economy.

At Best Place for Working Parents®, we know that supporting working parents is a smart business strategy. Companies that intentionally invest in family-friendly policies see measurable returns in productivity, engagement, and loyalty. They are also better positioned to adapt in an increasingly competitive and uncertain economic environment.

This year's National Trends Report, informed by data from nearly 4,000 businesses, offers a clear view into how employers across industries and company sizes are evolving. Three insights stand out as especially important for leaders shaping the future of their workplaces.

- 1. Health care and child care benefits are inversely trending.** Dependent health care benefits show signs of decline for the second year in a row, while child care benefits – especially child care assistance – continue to expand across businesses of all sizes. This divergence highlights the growing importance of child care as a driver of workforce participation.
- 2. Nursing benefits have reached a tipping point.** With nearly 90% of businesses now offering nursing benefits, this policy is rapidly becoming a standard policy expectation. While adoption continues to grow steadily overall, year-to-year variation across industries signals that many organizations are still transitioning – making this a critical moment for leaders to evaluate and potentially strengthen this impactful postpartum support.
- 3. Family-friendly policies are increasingly being used as a competitive differentiator.** We continue to see growth in Best Place for Working Parents® designations, particularly among micro and small businesses. Even amid market challenges, companies are largely retaining their family-friendly benefits – underscoring a shared understanding that these policies are essential investments in workforce stability and business performance.

Best Place for Working Parents® businesses are not simply reacting to workforce change – they are leading it. By designing workplaces that support working parents, they are building stronger businesses today and shaping the future of work for tomorrow.

We are proud to learn alongside this community of forward-thinking leaders and grateful to our regional partners and the nearly 3,000 designated businesses in the Best Place for Working Parents®. Together, we are proving that when working parents thrive, businesses do too.

Sincerely,



Sadie Funk
National Director & Co-Founder,
Best Place for Working Parents®



Sara Redington
Co-Founder,
Best Place for Working Parents®

¹ | <https://kpmg.com/us/en/media/news/kpmg-working-parents-survey-2025.html>

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section 01

Report Overview & Scope











Report Overview & Scope

What's in the 2025 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 2025, extends to twenty-four distinct regions across fourteen states in the U.S.

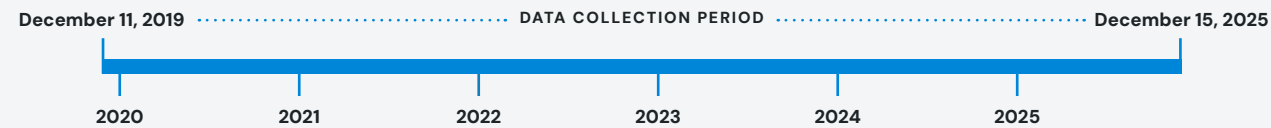
The aim of the Annual Trends Report is to provide insight on the adoption of the Top 10 Best Place for Working Parents® policies by size, industry and geography, and how these trends are changing over time. The 2025 National Trends Report continues to track the rise and acceptance of employer child care policies and ongoing challenges to healthcare over time.

Best Place for Working Parents® partnered with Empactiv Analytics, led by Dr. Marcus Butts, Senior Associate Dean, Faculty & Research, SMU Cox School of Business, to conduct the 2025 Best Place for Working Parents® National Trends Report.

- 1** 
POLICY 1A & 1B
Employee & Dependent Healthcare
- 2** 
POLICY 2
Paid Time Off
- 3** 
POLICY 3A & 3B
Maternity & Paternity Leave
- 4** 
POLICY 4
Nursing Benefits
- 5** 
POLICY 5
Best Place Recognition
- 6** 
POLICY 6
Onsite Child Care
- 7** 
POLICY 7
Child Care Assistance
- 8** 
POLICY 8
Backup Child Care
- 9** 
POLICY 9
Flexible Hours
- 10** 
POLICY 10
Remote Work

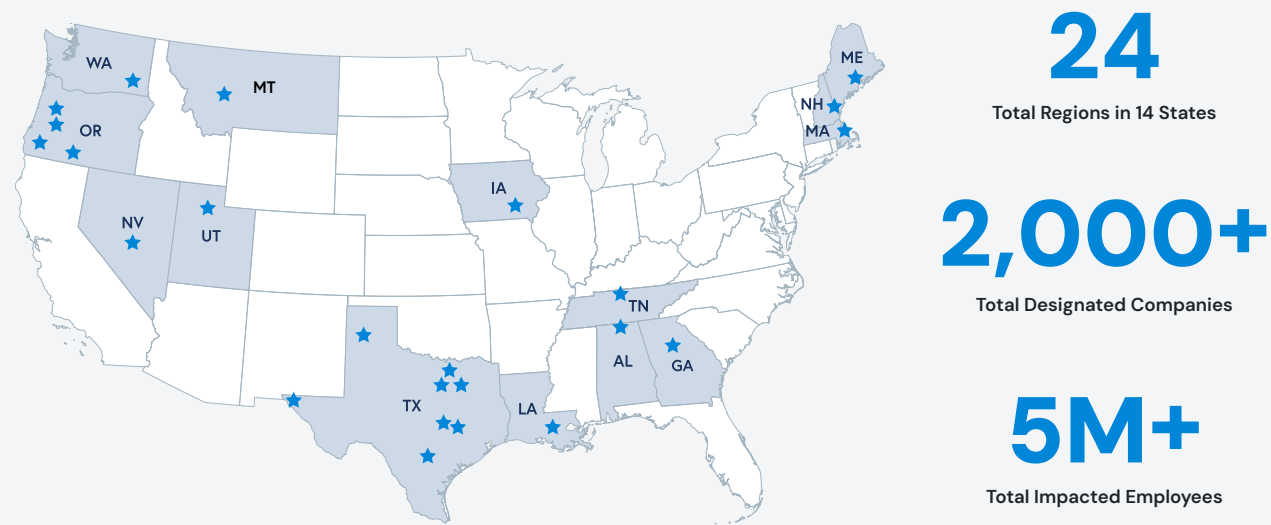
Data Sample & Scope

Empactiv Analysis analyzed Best Place for Working Parents® data submitted between Dec. 11, 2019 and Dec. 15, 2025.*



*See Appendix A for additional information regarding the sample and data analysis.

figure 1. Best Place for Working Parents® National 2025 Network



300+ new businesses joining the BP4WP National Network annually since 2022.

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

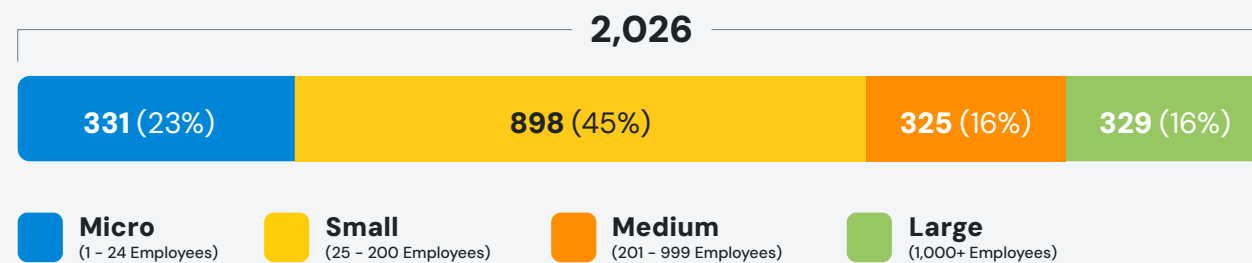


figure 3. Best Place for Working Parents® Top 10 Policies

POLICY	DESCRIPTION	BUSINESS ROI
Employee & 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 Recognition	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.	Companies obtain a positive return on investment (ROI) – from 90% to as high as 425% through employer sponsored child care benefits. ROI gains exist across both salary and hourly workers. Additionally, employees receiving child care assistance are 9x more motivated. ⁸
Backup Child Care	An option for parents in emergency situations or for last-minute care if their regular child care falls through.	Employers gain back (or don't lose) 20 annual hours per employee -- half of a work week when providing back-up care to cover caregiving emergencies. ⁹
Flexible Hours	Allowing for an alternative to “normal” working hours.	66% of women who have access to flexibility plan to stay at their jobs for more than 3 years , compared with 19% of women who have no flexibility. ¹⁰
Remote Work	Ability for an employee to have a flexible work location, outside of the organizational office.	Employees with remote benefits are 75% more likely to be often or always engaged and 30% less likely to look for another job in the next year. ¹¹

2 | Avalere Health

3 | ERACIL

4 | Impaq International and Institute for Women's Policy Research and Scientific American

5 | U.S. Department of Health and Human Services, The Business Case for Breastfeeding,

6 | Fortune

7 | U.S. Chamber of Commerce Foundation

8 | BCG and Making the Connection Report

9 | Care.com

10 | Deloitte

11 | Catalyst



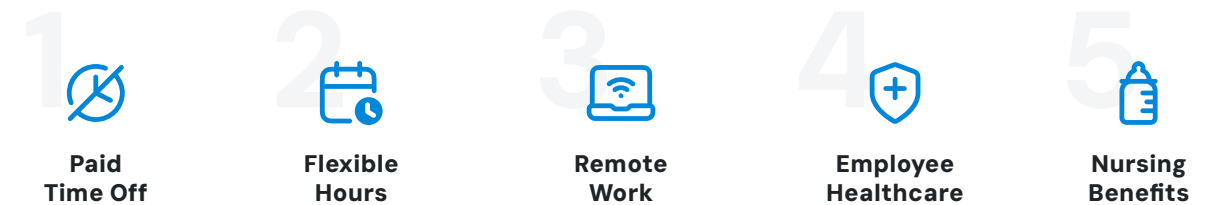
section 02

Top Family-Friendly Policies

Top Family-Friendly Policies Across the Nation

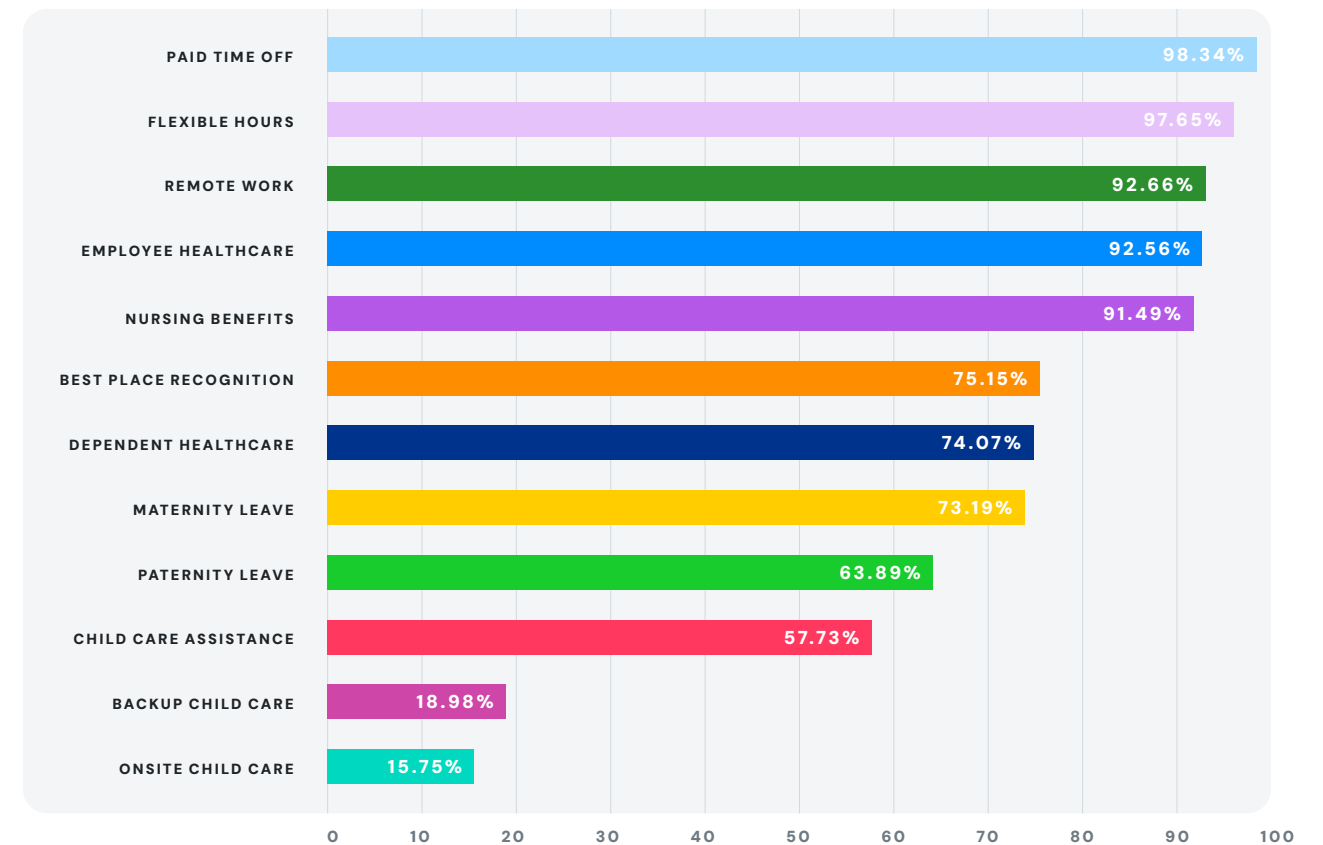
Which policies are most frequently implemented at Best Place for Working Parents® businesses across the country?

Among designated businesses, **five key policies are in place at 90% of businesses.** New in 2025, is that nursing benefits are now standard in 91.05% of BP4WP businesses.



Other fairly common policies include dependent health care and maternity leave which are offered by 75% of BP4WP businesses. **Child Care continues to remain as a less available benefit**, with onsite child care and back-up care the least available, by a 40 point margin, compared to other policies.

figure 4. Implementation of Top 10 Policies Among All Designated Organizations



“

Family is first at this company, for both the owner and employees. Not only do we have fully paid maternity and paternity leave, but we also have complete flexibility to work fully remote (occasional in-office culture events and meetings), completely flexible hours (as long as you can attend scheduled client zoom meetings and get your work done in timely manner), lots of PTO (including sick days), and reimbursed health care plans. We also get monthly stipends for technology (laptop, phone usage, internet usage, etc).”

ASPIRO AGENCY | DENTON, TX



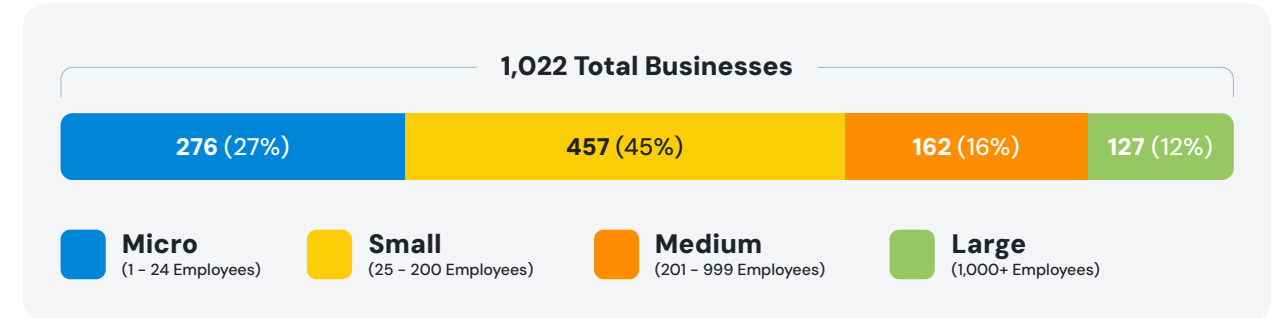
section 03

Policy Trends by Size

Policy Trends by Size

What is the 2025 breakdown of the Best Place for Working Parents® national network by size?


figure 4. 2025 Sample by Organizational Size



How does family friendly policy implementation vary depending on size of business?

Across the full sample of 2025 designated businesses, the level of policy implementation generally increases with organizational size. Larger organizations may be better positioned to adopt more policies due to greater resources, capacity to support a larger workforce, and increased negotiating power with service providers.

The good news is that even micro and small sized businesses offer a large array of family-friendly policies, and we continue to see micro and small size businesses stepping forward with innovative family-friendly policies that keep them competitive alongside their larger peers.

 +
 
 Outliers to this trend include **Onsite Child Care** and **Backup Child Care** which are more prevalent in micro-size businesses.

This indicates that businesses of all sizes see family-friendly benefits as a key strategy to support their workforce, despite the potential of limited resources available.

The policy implementation for each organization size is shown on the following pages.

Policies with the Greatest Variance in Implementation by Size of Business



Child Care Assistance



Dependent Healthcare



Best Place Recognition

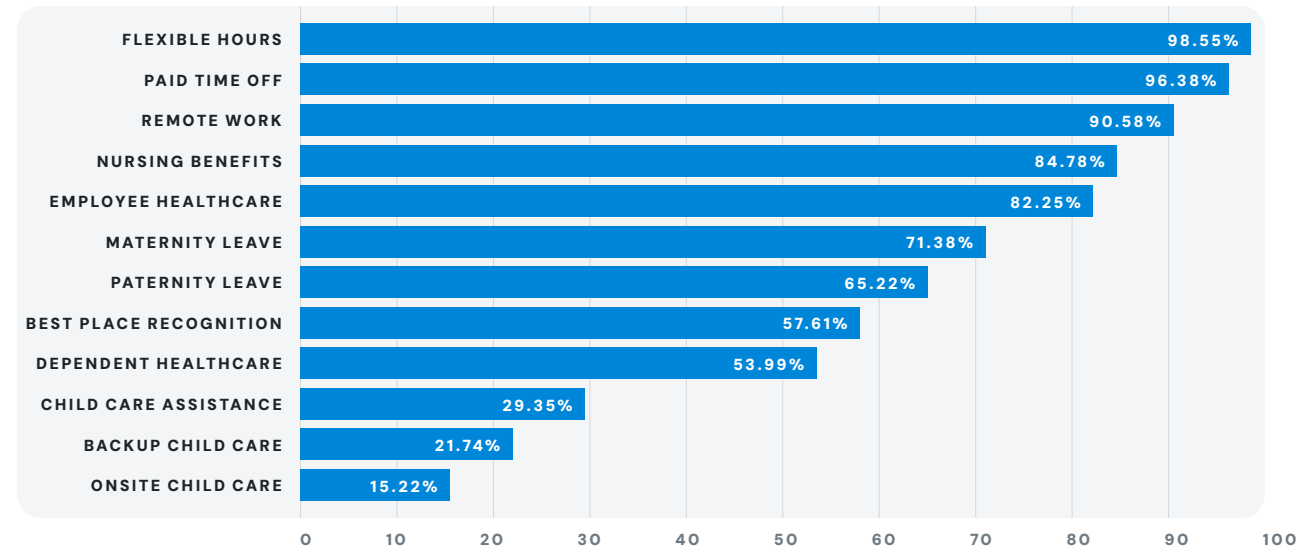
*30+ percentage points or more

Micro Organizations | 1 – 24 Employees

Micro organizations, with 24 employees or fewer, in general, offer fewer Top 10 Policies, however, as highlighted above, they are more likely to offer Onsite Child Care and Backup Child Care policies relative to small and medium organizations. This suggests they try to be flexible and accommodating to their workforce in terms of childcare.

The primary opportunity for micro sized businesses are parental leave and employee healthcare.

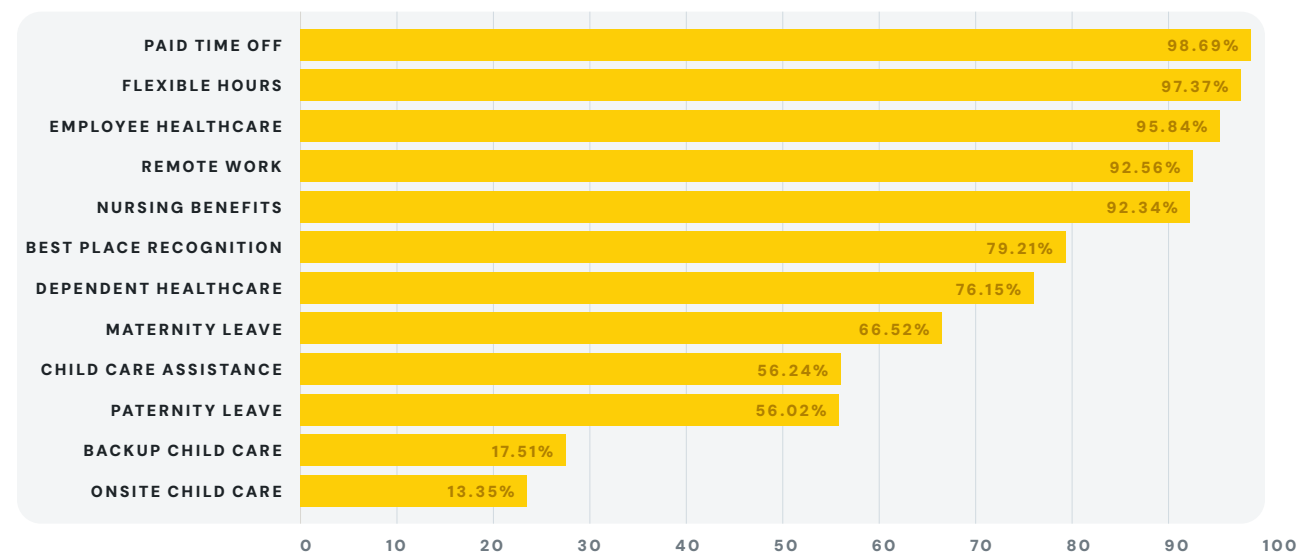
figure 5. Implementation of Top 10 Policies for 2025 Micro Organizations



Small Organizations | 25 – 200 Employees

Small organizations, with 25–200 employees, typically offer Paid Time Off, Flexible Hours and Remote Work and track within percentage points of medium and large size businesses on these policies as well as Nursing Benefits and Employee Healthcare. The primary area of opportunity for this category is Parental Leave.

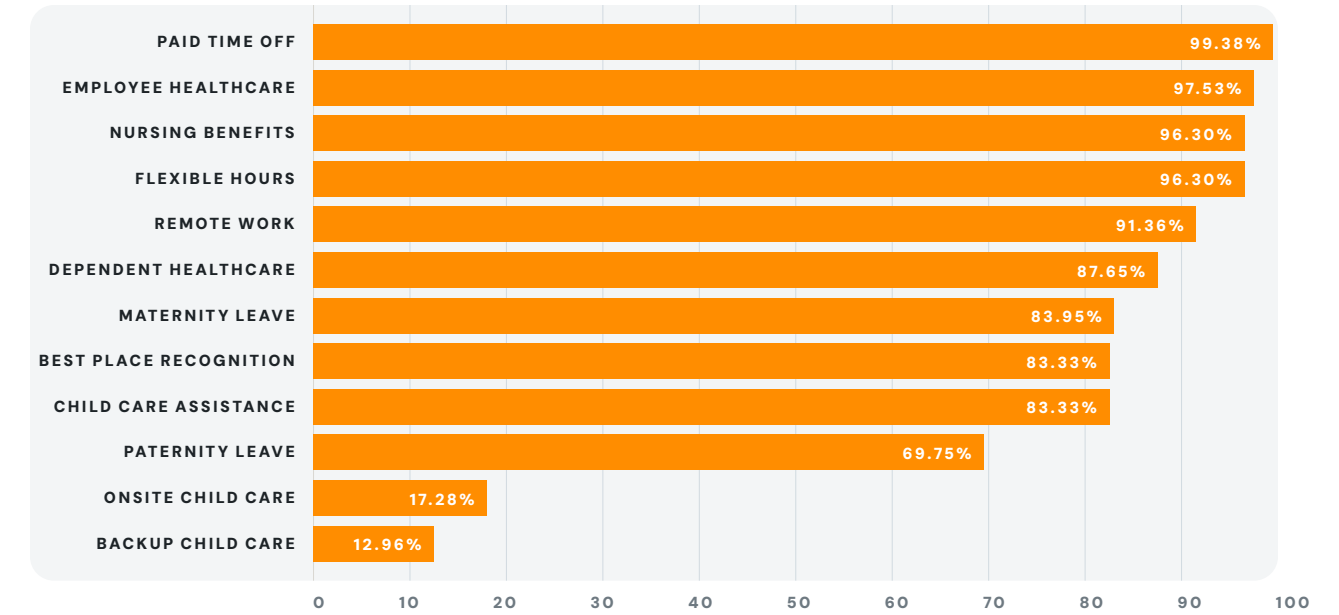
figure 6. Implementation of Top 10 Policies for 2025 Small Organizations



Medium Organizations | 200 – 999 Employees

Medium organizations, with 201–999 employees, have strong Paid Time Off, Employee and Dependent Healthcare, Nursing Benefits, Flexible Hours, and Remote Work. Areas of opportunity for this category include strengthening Parental Leave and Child Care Assistance.

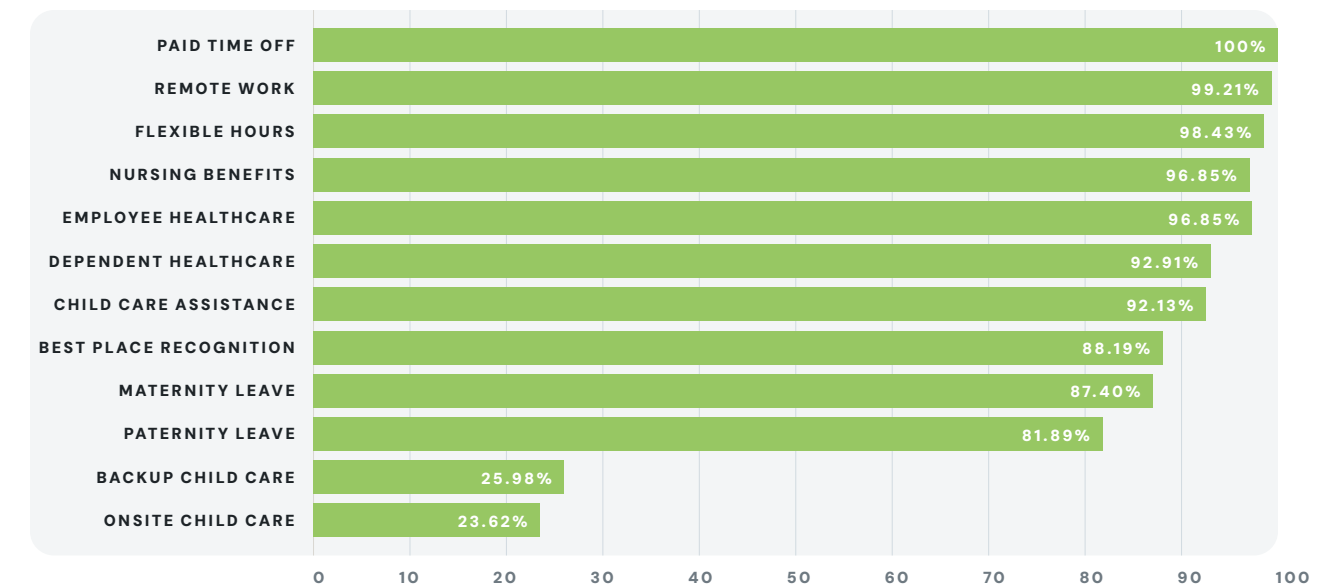
figure 7. Implementation of Top 10 Policies for 2025 Medium Organizations



Large Organizations | 1,000+ Employees

Overall, large organizations, with 1000 or more employees, have strong policy implementation across the spectrum of policies. Areas of opportunity for this category includes Parental Leave, Onsite Child Care, and Backup Child Care.

figure 8. Implementation of Top 10 Policies for 2025 Large Organizations



“

At Dartmouth Health, the well-being of our employees and their families is integral to our overall health and success, and a cornerstone of our organizational philosophy. When employees feel valued and supported, they bring their best selves to work, contributing to the compassionate and high-quality care that defines our health system...”

DARTMOUTH HEALTH | NEW HAMPSHIRE



section 04
















Policy Trends by Industry

Policy Trends by Industry

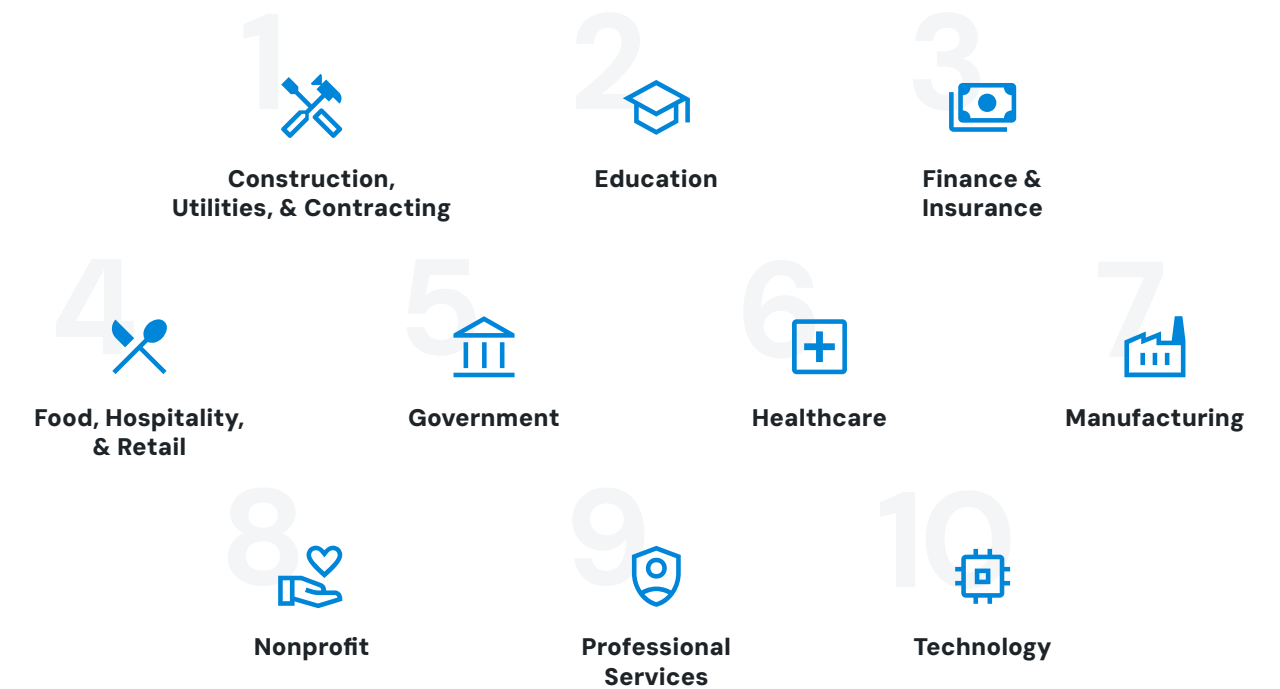
What variance do we see in implementation across different industries?

To understand how policy implementation varies across industries, we compared the variation in implementation of the Top 10 Policies to highlight those policies with the greatest variability by industry.

All Industry Representation

-  Business & Information
-  Construction/Utilities/Contracting
-  Education
-  Energy, Natural Resources, & Environmental
-  Finance & Insurance
-  Food, Hospitality, & Retail
-  Government
-  Healthcare
-  Manufacturing
-  Nonprofit
-  Other
-  Professional Services
-  Real Estate & Housing
-  Safety, Security, & Legal
-  Technology

Top 10 Industries



Implementation Variation by Industry

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

To investigate how policies are implemented within different industries, we looked at those policies with the greatest implementation variation across industries. Listed below are those policies with the greatest variation, inclusive of which industries are leading and lagging in implementation.

figure 9. Industries that are More Likely and Least Likely to Implement Specific Policies

POLICY	MOST LIKELY ↑	LEAST LIKELY ↓
 Dependent Healthcare	 Business Information 100%	 Education 60%
 Maternity Leave	 Energy, Natural Resources, & Environment 90.1%	 Education 58%
 Paternity Leave	 Safety, Security, & Legal 80%	 Healthcare & Education 49%
 Onsite Child Care	 Education 69%	 Uncommon Across All Other Industries < 28%
 Child Care Assistance	 Manufacturing 78.85%	 Food, Hospitality, & Retail 32.26%

“ [Benefits include:] Community Leave to serve as a volunteer, including for school events; Unlimited PTO for Support Center Team Members; EAP resources that include support to find daycare, financial and legal consultations, and educational content on parenting.”

CAVA | DALLAS, TX

2025 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 yet standard)?

To investigate benchmarks and opportunities by industry, we analyzed implementation across the Top 10 Policies among 2025 BP4WP designated businesses to illuminate industry specific trends and opportunities to be an industry leader in family friendly.

Comparing 2025 implementation of policies by industry to previous years, we can see early trends that some industries are stepping back from offering dependent health care. Nursing Benefits also experience variation with some industries increasing in prevalence while others have a decreased prevalence of this benefit.



figure 9. Industries that are More Likely and Least Likely to Implement Specific Policies

INDUSTRY	STANDARD					STAND-OUT		
Business & Information	Employee & Dependent Healthcare	Paid Time Off	Nursing Benefits	Flexible Hours	Best Place Recognition	Parental Leave	Child Care Assistance	
Construction, Utilities, & Contracting	Employee Healthcare	Paid Time Off	Nursing Benefits	Flexible Hours	Remote Work	Parental Leave	Dependent Healthcare	
Education		Paid Time Off	Nursing Benefits	Flexible Hours		Employee & Dependent Healthcare	Child Care Assistance	
Energy, Natural Resources, & Environmental	Employee & Dependent Healthcare	Paid Time Off	Maternity Leave	Flexible Hours	Remote Work	Paternity Leave	Child Care Assistance	
Finance & Insurance	Employee Healthcare	Paid Time Off	Nursing Benefits	Flexible Hours	Remote Work	Dependent Healthcare	Parental Leave	Child Care Assistance

figure 9. cont. Industries that are More Likely and Least Likely to Implement Specific Policies

INDUSTRY	STANDARD					STAND-OUT		
Food, Hospitality, & Retail		Paid Time Off		Flexible Hours		Employee & Dependent Healthcare	Nursing Benefits	
Government	Employee & Dependent Healthcare	Paid Time Off	Nursing Benefits	Flexible Hours	Remote Work	Parental Leave	Nursing Benefits	
Healthcare	Employee Healthcare	Paid Time Off	Nursing Benefits	Flexible Hours	Remote Work	Dependent Healthcare	Parental Leave	
Manufacturing	Employee & Dependent Healthcare	Paid Time Off	Nursing Benefits	Flexible Hours	Remote Work	Parental Leave	Child Care Assistance	
Non-Profit	Employee Healthcare	Paid Time Off	Nursing Benefits	Flexible Hours	Remote Work	Dependent Healthcare	Parental Leave	
Professional Services	Employee Healthcare	Paid Time Off	Flexible Hours	Remote Work		Parental Leave	Nursing Benefits	
Real Estate & Housing	Employee Healthcare	Paid Time Off	Nursing Benefits	Flexible Hours	Remote Work	Dependent Healthcare	Child Care Assistance	
Safety, Security, & Legal	Employee Healthcare	Paid Time Off	Flexible Hours	Remote Work		Dependent Healthcare	Nursing Benefits	
Technology	Employee & Dependent Healthcare	Paid Time Off	Flexible Hours	Remote Work		Parental Leave	Nursing Benefits	Child Care Assistance
Other	Employee & Dependent Healthcare	Paid Time Off	Nursing Benefits	Flexible Hours	Remote Work	Dependent Healthcare	Nursing Benefits	

section 04

Policy Trends by Region

Policy Trends by Region

What variance do we see in implementation across different regions?

Across the Best Place for Working Parents National Network, we see wide adoption of employee healthcare, paid time off, nursing benefits, flexible hours and remote work are consistently implemented (more than 90% of organizations in general have these policies). Regions vary widely in their implementation of policies in general, though clear winners emerge:



..... Dallas leads the way making it to the Top 3 Regions for implementation across 6 policies.



..... Montana is the clear leader in providing child care support to employees, with more than 50% of BP4WP Montana businesses offering Onsite Child Care and nearly 43% offering Backup Child Care.

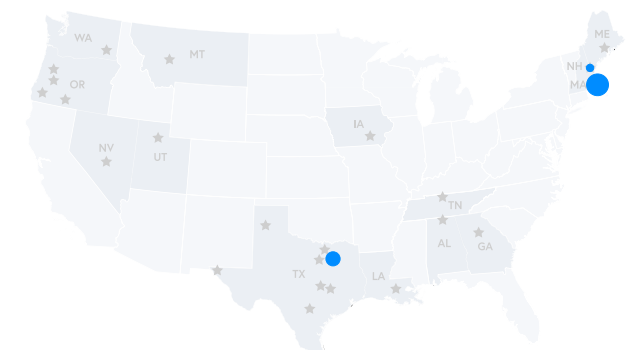
**See Appendix A for additional information regarding the sample and data analysis.*

Employee Healthcare



Designated organizations typically offer employee healthcare (93% of organizations). The range of organizations with this policy is 81%-100%.

- Massachusetts | 96.88%
- Dallas, Texas | 95.70%
- New Hampshire | 95.35%

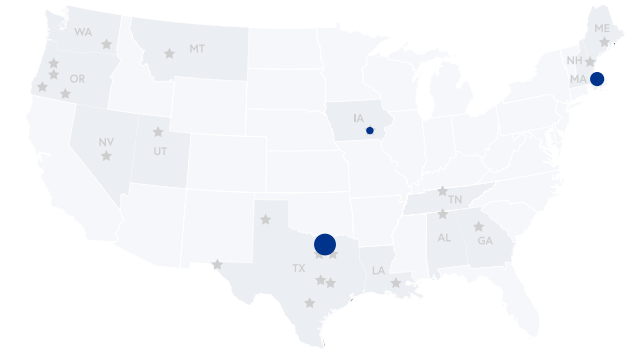


Dependent Healthcare



Healthcare for dependents is relatively common, though less widespread than employee healthcare. The range of organizations with this policy is 33% to 100%.

- Denton, Texas | 100%
- Massachusetts | 96.88%
- Iowa | 93.62%

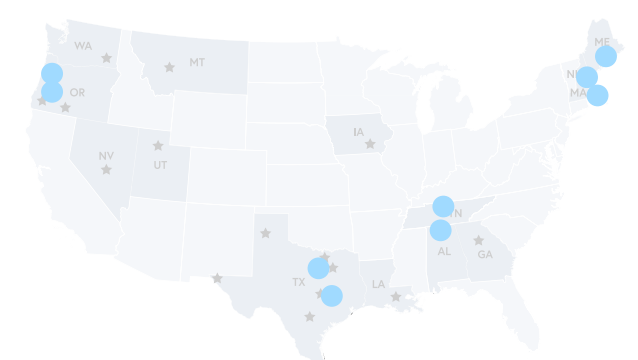


Paid Time Off



Paid Time Off is the most offered benefit, with 99% of designated business offering this policy. The range across regions is 88% - 100% of their area businesses.

- Bastrop Co, TX | 100%
- Fort Worth, TX | 100%
- Huntsville, AL | 100%
- Lane Co, OR | 100%
- Linn, Benton, & Lincoln Co, OR | 100%
- Maine | 100%
- Massachusetts | 100%
- New Hampshire | 100%
- Tennessee | 100%

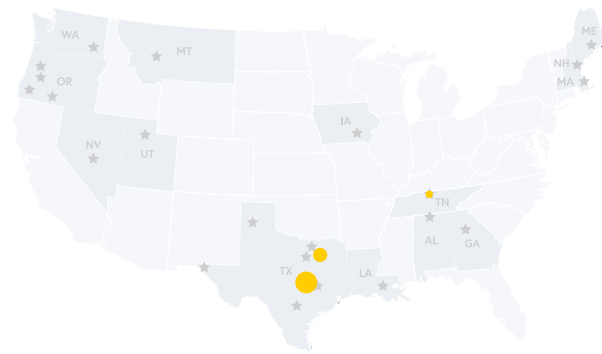


Maternity Leave



Maternity leave is offered in more than 73% of all businesses. The range of organizations with this policy is 33% to 100%.

- Dallas, Texas | 92.47%
- Austin, Texas | 85.71%
- Tennessee | 84.21%

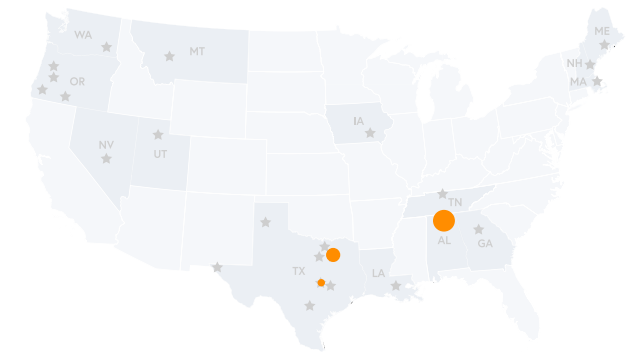


"Best Place" Recognition



"Best Place" recognitions vary widely by region, but are present in more than half (75%) of all organizations. The range of organizations with this policy is 37.5% to 100%.

- Huntsville, Alabama | 85.20%
- Dallas, Texas | 84.95%
- Austin, Texas | 80.45%

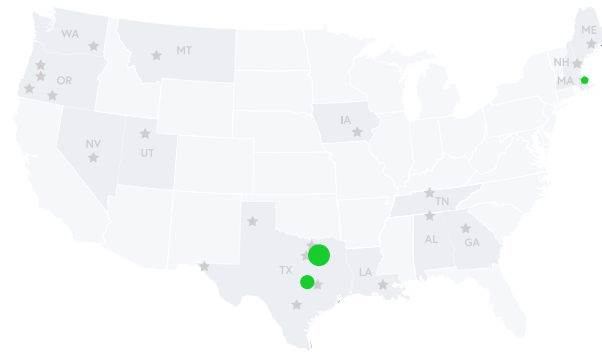


Paternity Leave



Paternity leave is offered less frequently than maternity leave overall (64% versus 73%). The range of organizations with this policy is 22.2% to 90.32%.

- Dallas, Texas | 90.32%
- Austin, Texas | 78.95%
- Massachusetts | 78.13%

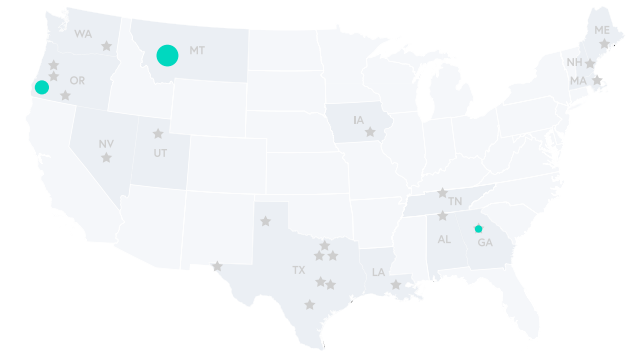


Onsite Child Care



Onsite child care is infrequently offered in all regions (16% across organizations); less than 30% of organizations in all but 5 regions. The range of organizations with this policy is 6.63% to 52.38%.

- Montana | 52.38%
- Douglas, Klamath, and Lake Counties, Oregon | 34.78%
- Georgia | 33.33%

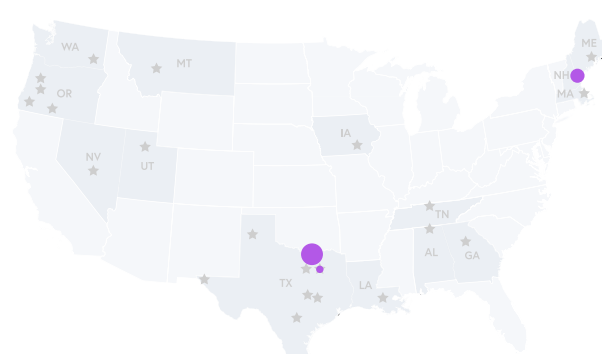


Nursing Benefits



Nursing benefits are common (91% of all organizations); 85+% of organizations in all but one region offer a nursing policy. The range of organizations with this policy is 67% to 100%.

- Denton, TX | 100%
- New Hampshire | 100%
- Dallas, Texas | 97.85%

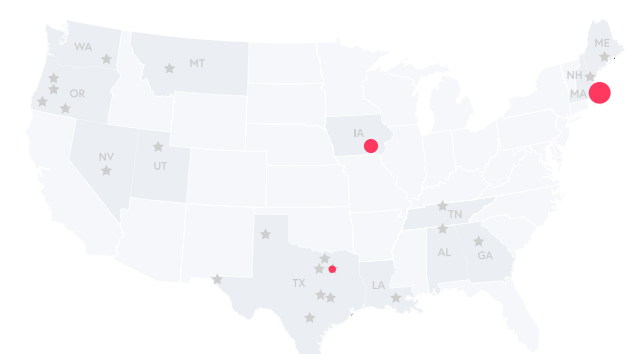


Child Care Assistance



Child care assistance is offered in most organizations (58%) but varies across regions. The range of organizations with this policy is 20% in Williamson County, Texas and Louisiana to 88%

- Massachusetts | 87.50%
- Iowa | 85.11%
- Dallas, Texas | 76.34%

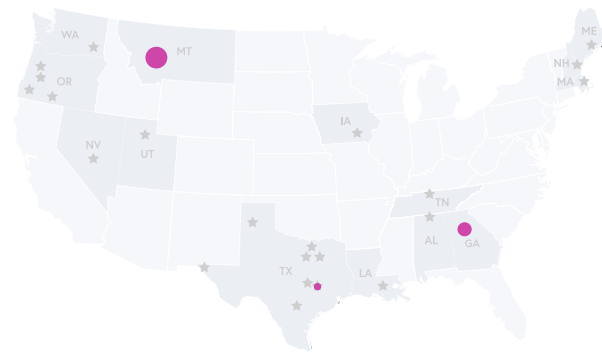


Backup Child Care



Backup child care is offered in only 19% of all organizations and varies considerably in offerings across regions. The range of organizations with this policy is 0% 43%.

- Montana | 42.86%
- Georgia | 37.04%
- Bastrop County | 33.33%

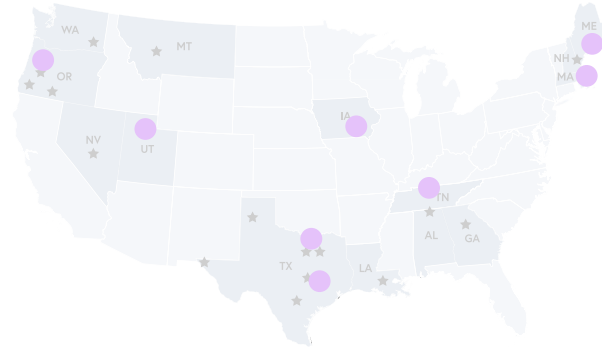


Flexible Hours



Nearly all designated organizations (98%) offer flexible hours.

- Bastrop Co, TX | 100%
- Denton, TX | 100%
- Iowa | 100%
- Linn, Benton, & Lincoln Co, OR | 100%
- Maine | 100%
- Salt Lake, Summit, & Wasatch Co, UT | 100%
- Tennessee | 100%



Remote Work



Nearly all designated organizations (98%) offer flexible hours.

- Lane Co, OR | 100%
- Linn, Benton, & Lincoln Co, OR | 100%
- Salt Lake, Summit, & Wasatch Co, UT | 100%

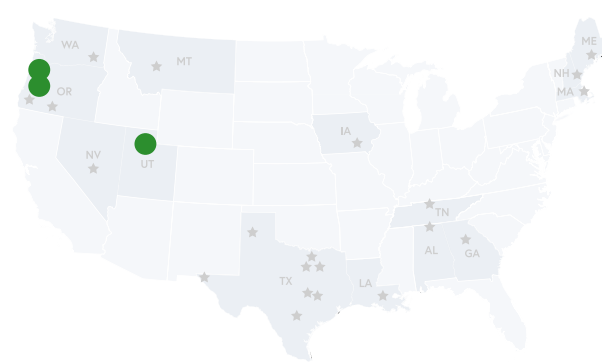
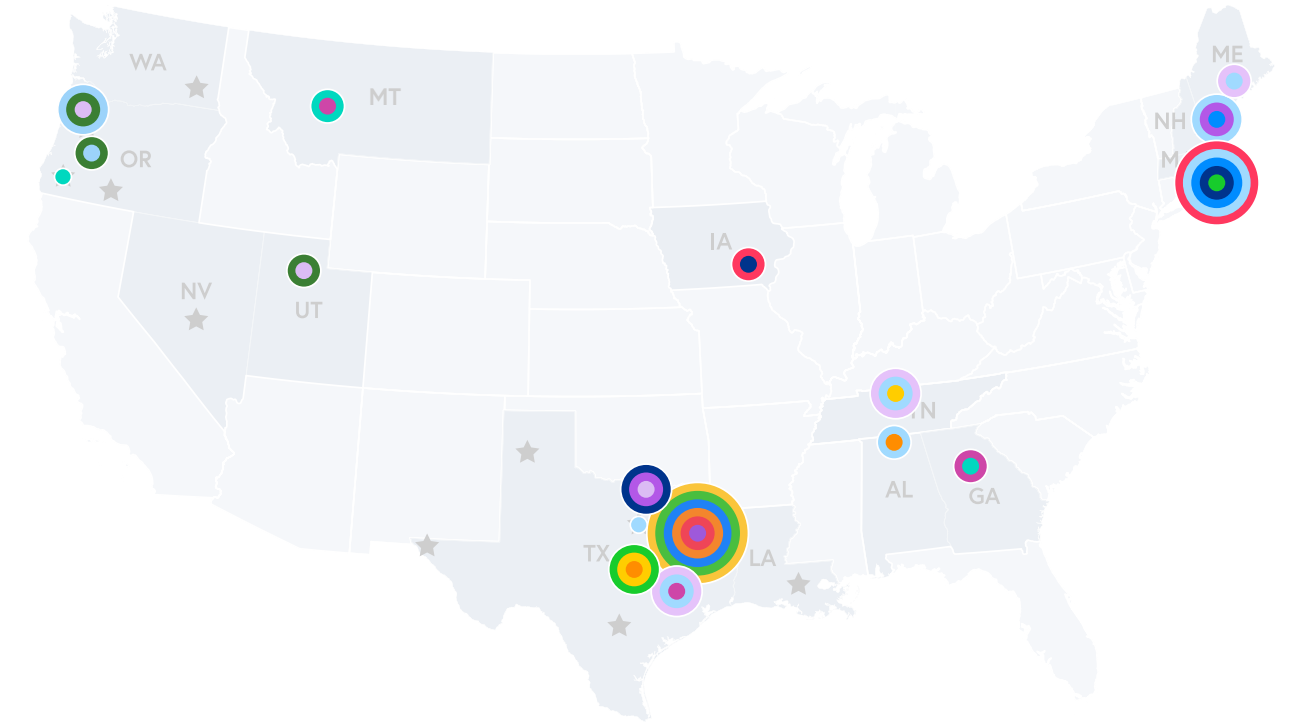


figure 10. 2025 Sample by Organizational Size



Employee Healthcare



Paternity Leave



Child Care Assistance



Dependent Healthcare



Nursing Benefits



Backup Child Care



Paid Time Off



Best Place Recognition



Flexible Hours



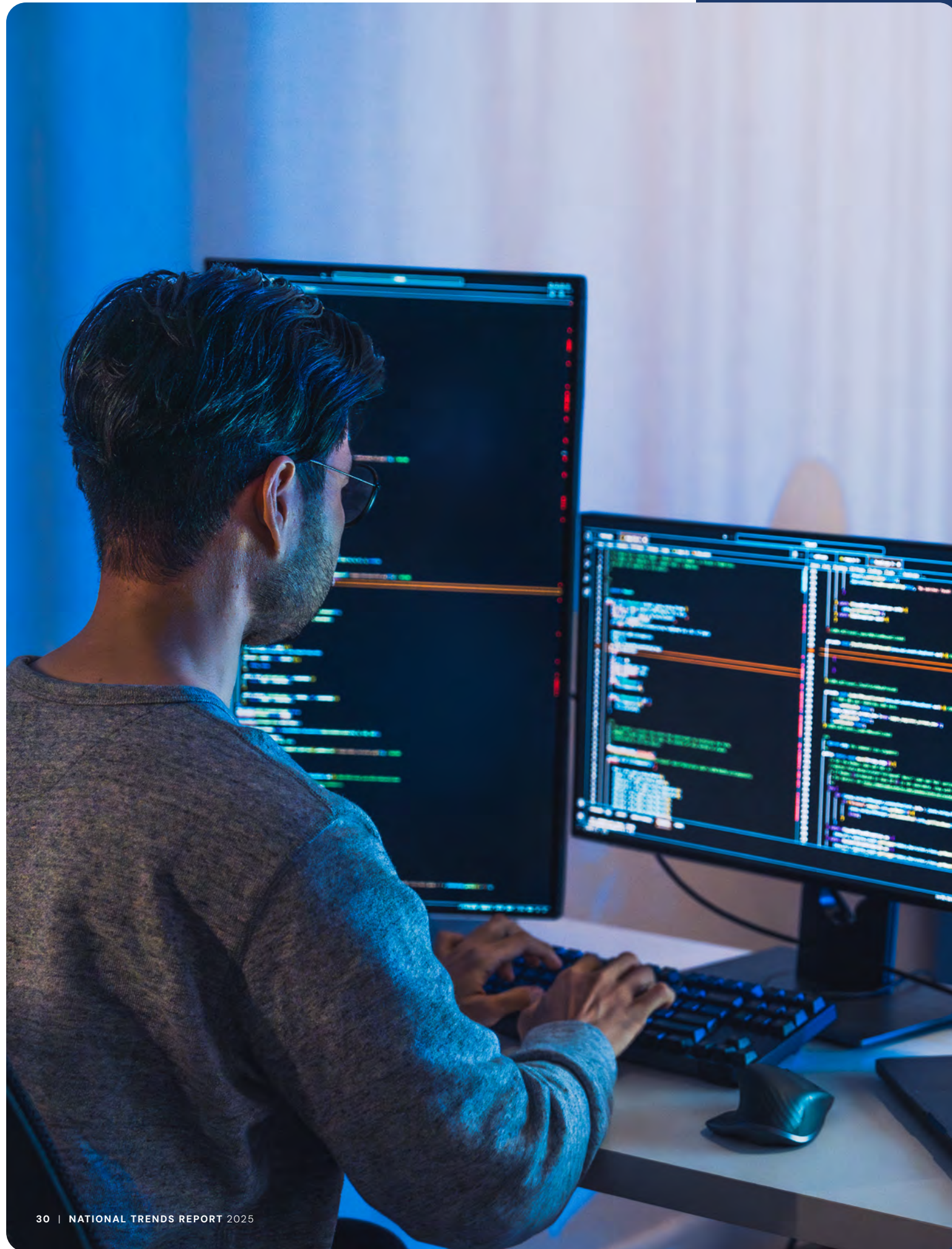
Maternity Leave



Onsite Child Care



Remote Work



“
We encourage family participation in events throughout the year. Our EAP benefits include sessions with a licensed therapist that extends to all in the household. We also offer 16 hours paid time off to volunteer in the community each year.”

PROCIRCULAR | IOWA



section 06

Changes in Policy Trends Over Time

Changes in Policy Trends Over Time

What policies have grown in implementation over time?

Policies that have shown continuous growth over time include Onsite Child Care, Backup Child Care, and “Best Place” recognition .

Child Care Benefits Over Time

Although still a relatively rare benefit, **Onsite Child Care** has seen continuous growth from 2020 (8.45%) to 2025 (15.75%). **Backup Child Care** has also experienced meaningful growth from 2020 (12.68%) to 18.98%.

figure 11. Child Care Benefits Growth Over Time

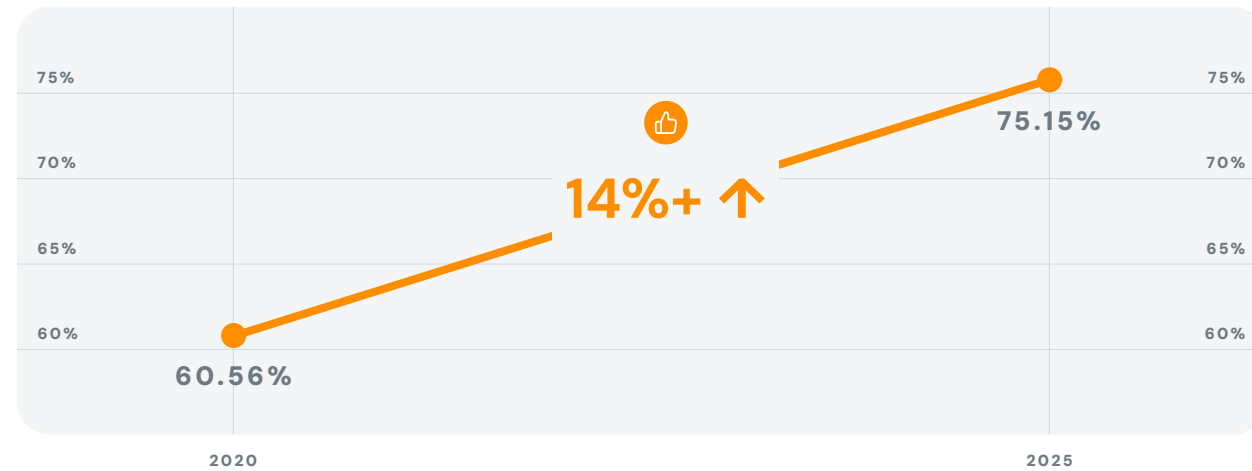
	CHILD CARE OFFERING	2020 / 2021*	2025	VARIANCE %
MICRO*	📍 Onsite Child Care	0%	15.22%	↑ 15.22%
MICRO*	🤝 Child Care Assistance	16.67%	29.35%	↑ 12.68%
MICRO*	🛒 Backup Child Care	0%	21.74%	↑ 21.74%
SMALL	📍 Onsite Child Care	4.44%	13.35%	↑ 8.91%
SMALL	🛒 Backup Child Care	11.11%	17.51%	↑ 6.4%
MEDIUM	📍 Onsite Child Care	8.33%	17.28%	↑ 8.95%
MEDIUM	🛒 Backup Child Care	8.3%	12.96%	↑ 4.66%
LARGE	🤝 Child Care Assistance	71.43%	92.13%	↑ 20.7%

*Micro size businesses was not a size category until 2021.

Best Place Recognition Over Time

“Best Place” Recognition has experienced a steady increase over time. This underscores how BP4WP designated companies also utilize resources to demonstrate a healthy work environment in other ways beyond what is expected in order to gain Best Place Recognition.

figure 12. Best Place Recognition Growth Over Time

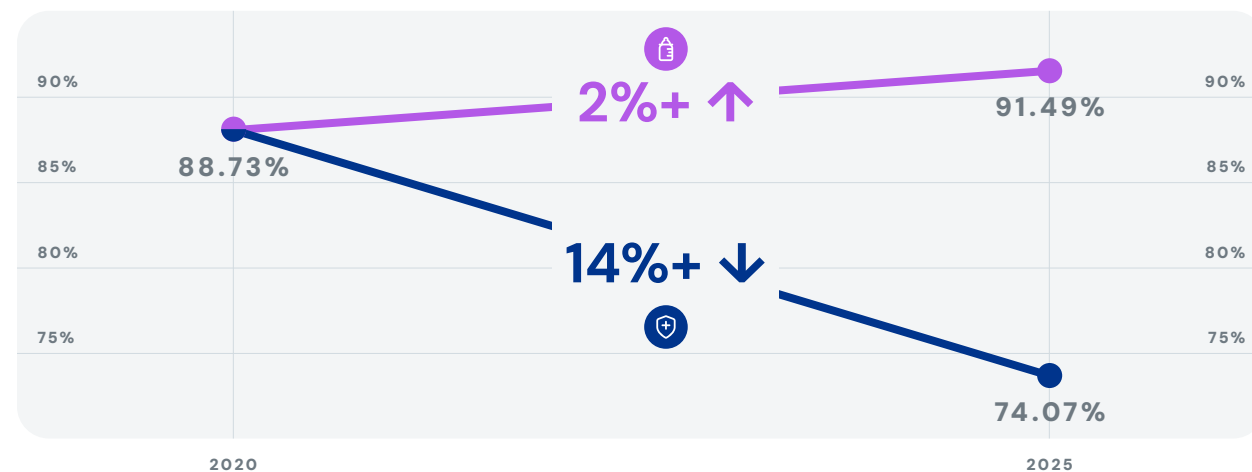


Emergent vs. At Risk Policies Over Time

In terms of reduced policies over time, the one benefit that is beginning to show some initial signs of decline is **Dependent Healthcare**. Although still offered by the large majority of designated organizations (74.07% in 2025), it has started to decline over the past couple years since it peaked at 93.05% in 2023. This might be a benefit to keep notice of as organizations balance healthcare costs with providing ample benefits to retain their top talent.

A key benefit to watch in coming years will be **Nursing Benefits**, as this is a that some companies are adding while others are removing, as referenced above in the industry trends (Section 04).

figure 13. Dependent Healthcare & Nursing Benefits Over Time



Continued Importance of Designation

Importantly, across nearly all of the Top 10 Policies **there is a tremendous gap (39+ percentage points) between designated organizations in 2025 and those not designated.** This suggests that designated organizations are investing tremendous resources in a majority of the Top 10 Policies to gain BP4WP recognition except for the two aforementioned policies (although tremendous gains are being seen in onsite child care).

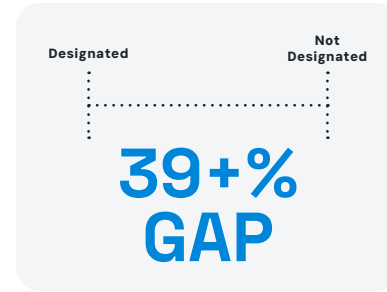


figure 14. Micro: Designated vs. Not Designated

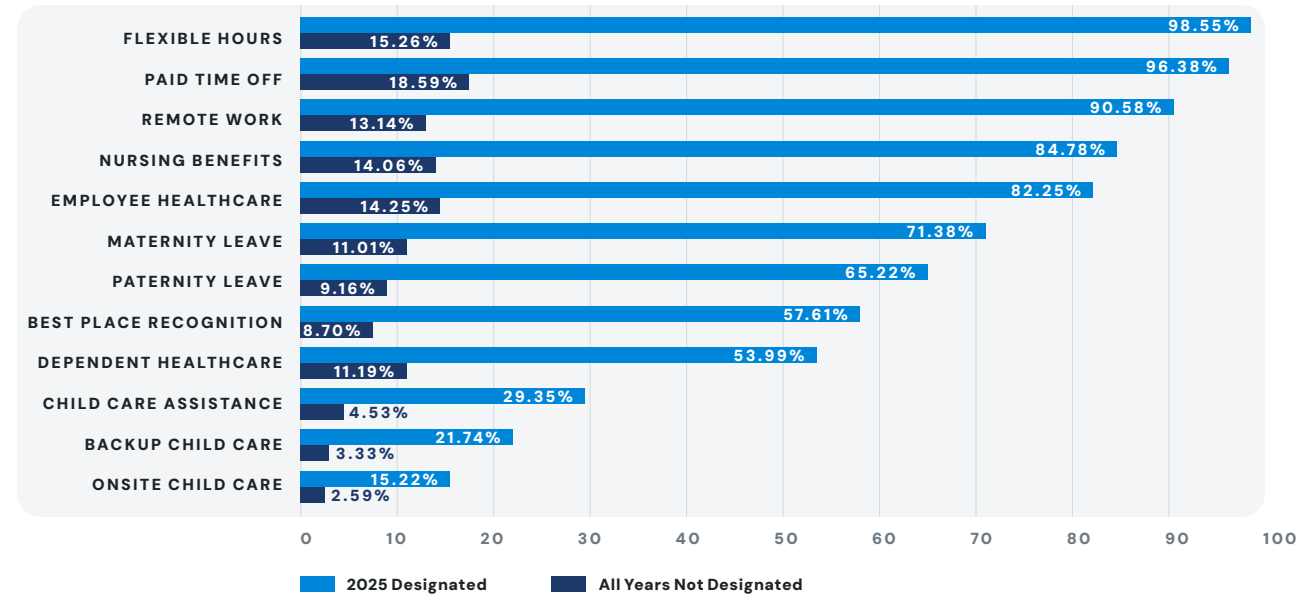


figure 15. Small: Designated vs. Not Designated

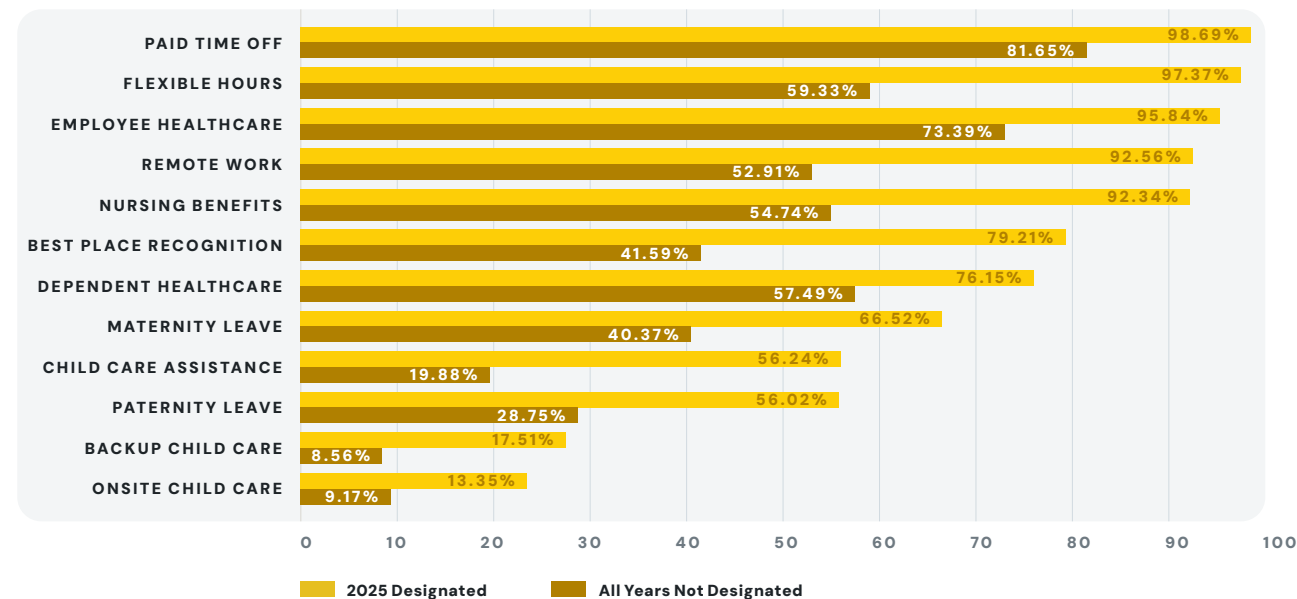


figure 16. Medium: Designated vs. Not Designated

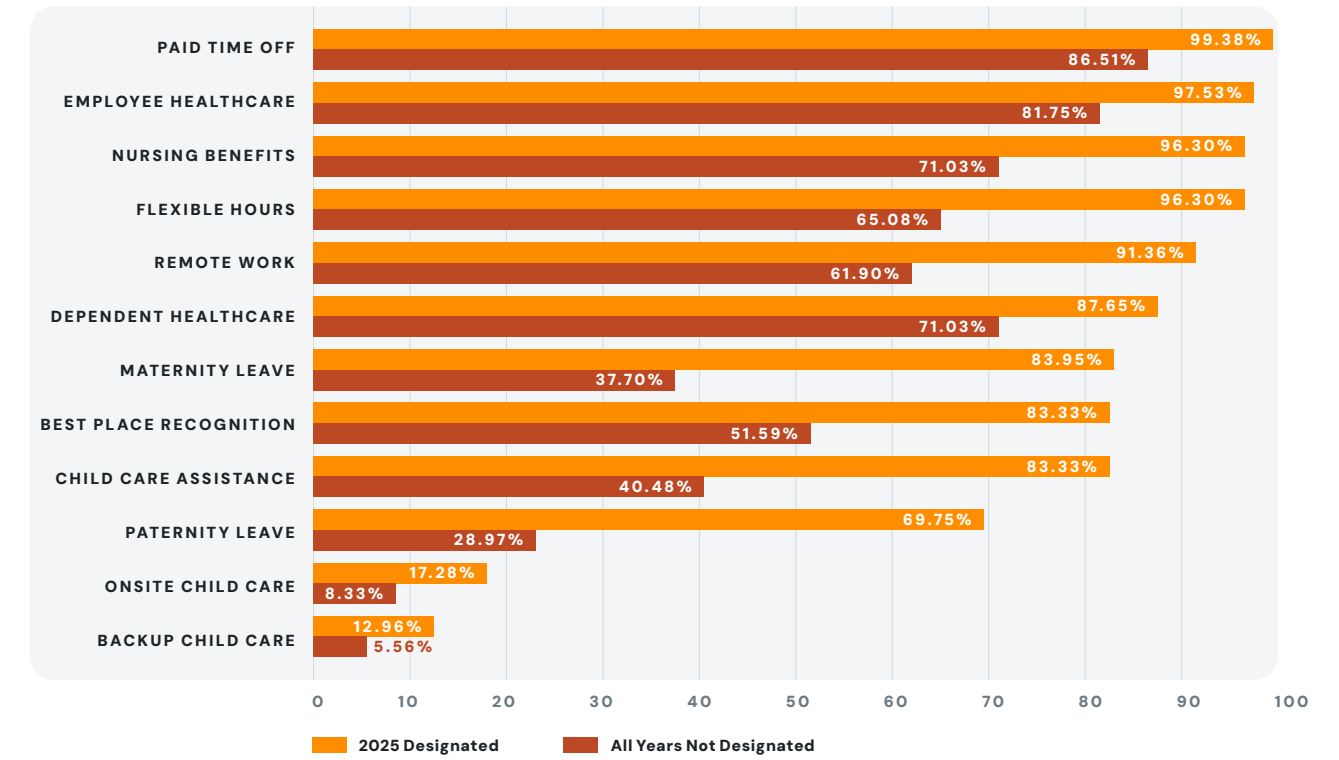
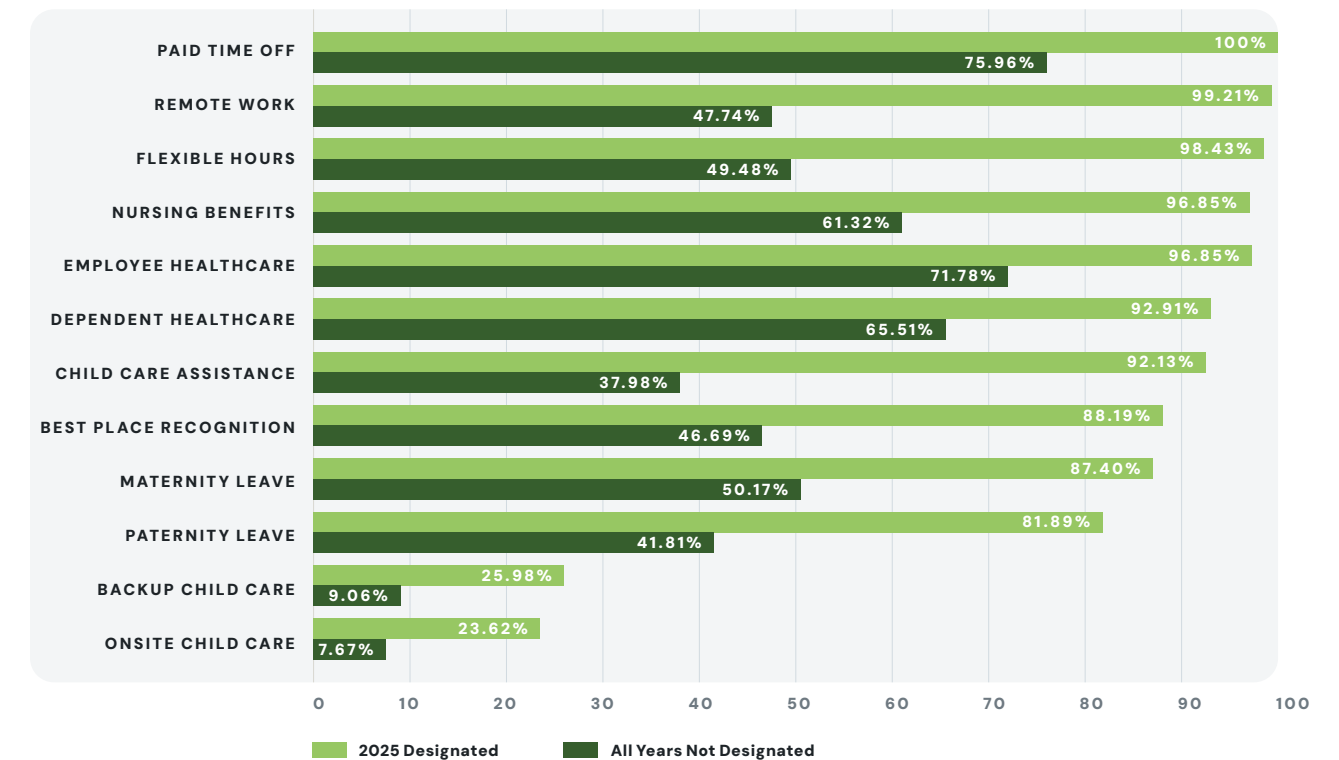


figure 17. Large: Designated vs. Not Designated





Appendix Information

The analysis was based on application data submitted to BP4WP between December 11, 2019 and December 15, 2025. Three separate data sets were created for the analysis:

- 1. Data Set 1 | All BP4WP Designations from 2019 –2025:** This data was cleaned to remove duplicate entries, ensuring each organization was only counted once at its initial designation. It included 2,026 designated organizations and was used to explore how the top 10 Best Place for Working Parents® Policies are being implemented over time across the national network, as well as variance by size, region, and industry. Visual, descriptive, and correlational techniques helped analyze these trends.
- 2. Data Set 2 | 2025 BP4WP Designations:** This data was cleaned to contain only 2025 BP4WP applications and designations and to remove duplicate entries, ensuring each organization was only counted once within the sample. It included 1,022 designated organizations and was used to explore how the top 10 Best Place for Working Parents® Policies are being implemented in 2025 across the national network, as well as variance by size, region, and industry. Visual, descriptive, and correlational techniques helped analyze these trends.
- 3. Data Set 3 | All BP4WP Applications from 2019 – 2025:** This larger data set (with 5,813 applications) included all applications submitted between December 2019 and December 2025, not just those applications that earned the Best Place for Working Parents® designation. It was used to analyze trends over time, particularly to investigate how policies and benefits for designated organizations compare to non-designated organizations.

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® has active reach in 12 states and 21 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 email us at info@bestplace4workingparents.com to learn how your region can become a part of our network! We look forward to connecting with you!



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