

# PHILIPS

sense **and** simplicity

## Philips Mother & Childcare Index United States 2011

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# I. Introduction

Philips is a pioneer in developing and bringing to market innovations that shape our healthcare, our lighting environment, our lifestyle, and who we are as a society. Doing so means we need to understand the trends in society.

During 2010, The Philips Center for Health and Well-being conducted the Philips Index on Health and Well-being

<sup>1</sup>that looked at how people in different countries approach health and well-being issues, and where we are similar and different across the globe. This research was carried out in 30 countries.

We believe that this understanding will enable us to continue to pioneer products, services and game-changing innovations that will help people, communities, healthcare systems, governments, and future generations address the critical issues surrounding how we live, how content we are, and our own roles in those dimensions of our lives.

Globally, Philips is introducing a number of initiatives to improve healthcare and well-being throughout the world. Mothers, the newborn and children represent the well-being of a society and its potential for the future. Consequently, Philips is focusing on addressing the challenges facing the future of women and children's health and well-being. This study is a continuation of the Philips Index for Health and Well-Being study and addresses specifically parenting challenges and concerns from pregnancy to early childhood years.

The survey is part of a wider study looking at the challenges surrounding early parenthood. The study has been conducted in Brazil, China, Egypt, India, South Africa, U.K. and the U.S, with a total sample size of 5596 parents.

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<sup>1</sup> The full report for the Philips Health and Well-being Index report can be requested via the Philips Center for Health and Well-being: <http://www.philips-thecenter.org/>

## II. Executive Summary

The Philips Mother and Childcare Index focuses on understanding the attitudes and experiences of mothers and children as it relates to health and well-being. This study follows on from the Philips Health and Well-Being Index, which examined the health and well-being of the overall populations of 30 markets globally (including the United States<sup>2</sup>).

This Mother and Childcare Index was conducted among 503 men and women with a child aged zero to five, or who are expecting a child. All men and women are aged 18-40 years old. Throughout this report the terms “mothers” and “fathers” are used to refer to our sample, as described here.

The key question areas focused on within the survey were:

- How American parents feel about the state of their current health and well-being, and that of their children?
- How frequently are American parents and their children going to the doctor?
- What impact are stress and sleep having on parents’ well-being?
- What healthcare facilities are available to mothers and what are their expectations and preferences of them at key moments in time such as labor and pregnancy?
- What are American parents’ experiences during pregnancy and after the birth of their child?
- What are the major concerns and priorities of mothers and fathers about parenthood as they look to the future?

The majority of American parents report that their overall feeling of health and well-being and that of their children is good or very good. However, there is room to improve the health and well-being of some American families. Below is a summary of key health and well-being issues impacting the dynamic of young American families. These issues could be keeping mothers, fathers and children from living to their full health and well-being potential. Some of these issues include *stress* over finances and job, *concerns about being a parent*, and concerns for the future related to *education* and the *influence of drugs and social media on children*.

### **Finances are the Key Stressor for American Families**

The majority of American parents experience some level of stress, with two-thirds of mothers and fathers considering themselves stressed. In general, mothers are slightly more stressed than fathers, and this stress level is exacerbated by the number of children. Key stressors for American parents are the economy (61% mothers, 43% fathers), being a parent (59% mothers and 36% fathers) and ability to pay their bills (58% mothers and 44% fathers).

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<sup>2</sup> The full report for the Philips Index for U.S. can be requested via the Philips Center for Health and Well-being: <http://www.philips-thecenter.org/>

Parents consider stress a key factor affecting their health and well-being. Additionally, *stress* holds one of the largest gaps for U.S. mothers and fathers between what they consider important, and their satisfaction with it (22% gap). The greatest gap for mothers and fathers is how much they earn (26% gap). This aligns with two key stressors: the economy; and the ability to pay bills. It is also reflective of the fragile economy in the U.S.

### **Pregnancy Preparedness and Transitioning to Parenthood**

During pregnancy, American parents generally feel prepared for labor (59%). The vast majority of mothers complete prenatal care screenings (e.g. blood pressure readings, sonograms, 12-week and 20-week scans). American mothers are also likely to complete breastfeeding classes (73%) with more than half of mother's breastfeeding for seven-twelve months. While the majority of mothers in America take classes, many report that they stop breastfeeding as a result of reduced supply or pain, indicating an opportunity to further educate mothers on how to make breastfeeding easier and less painful.

Despite feeling prepared for labor, parents still have concerns during pregnancy. About half of American parents are worried about being a parent (50% mothers, 51% fathers) and about the same percentage of mothers feel overwhelmed with information (48%). With a struggling economy, parenthood is an adjustment for young U.S. families. When it comes to returning to work, mothers typically adjust or reduce hours after having a child, while the majority of fathers go back to working normal hours (76%). The primary reason both mothers and fathers say they return to working normal hours is financial need. With these stressors pushing parents back to work, about a third of mothers feel that they need more help from their family.

### **Looking Ahead – Uncertainty and Outside Influences Worry Parents**

Thinking about the future for their children, parents are concerned about influences of the outside world on their child's well-being, such as social media or drugs. Access to good education is also a concern for about a third of American parents as their children get older in addition to financial concerns.

Overall, American parents feel a sense of responsibility for their children and their health and well-being, recognizing their role to provide a safe and healthy environment. The majority (about 80%) of parents feel that they and their spouse play a major role in their children's health and well-being.

By promoting advanced technology and healthcare solutions, particularly related to breastfeeding, stress management and prenatal care, there is an opportunity to become a part of American families' lives and help parents feel confident about their unborn child's health and future.

# III. Mother and Childcare Survey Findings - UNITED STATES

## PART A: American Parents' Overall Health and Well-Being

### Most American Parents say their levels of Health and Well-Being, are good

Overall, around three-fourths of American mothers (76%) and fathers (77%) rate their health as very good or good.

as the total U.S. population, however, parents tend to say they feel slightly healthier. Likewise, a small proportion of the total U.S. population reports feeling not good at all (6%), whereas no mothers or fathers say the same.

In general, American parents feel about the same about their overall health and well-being

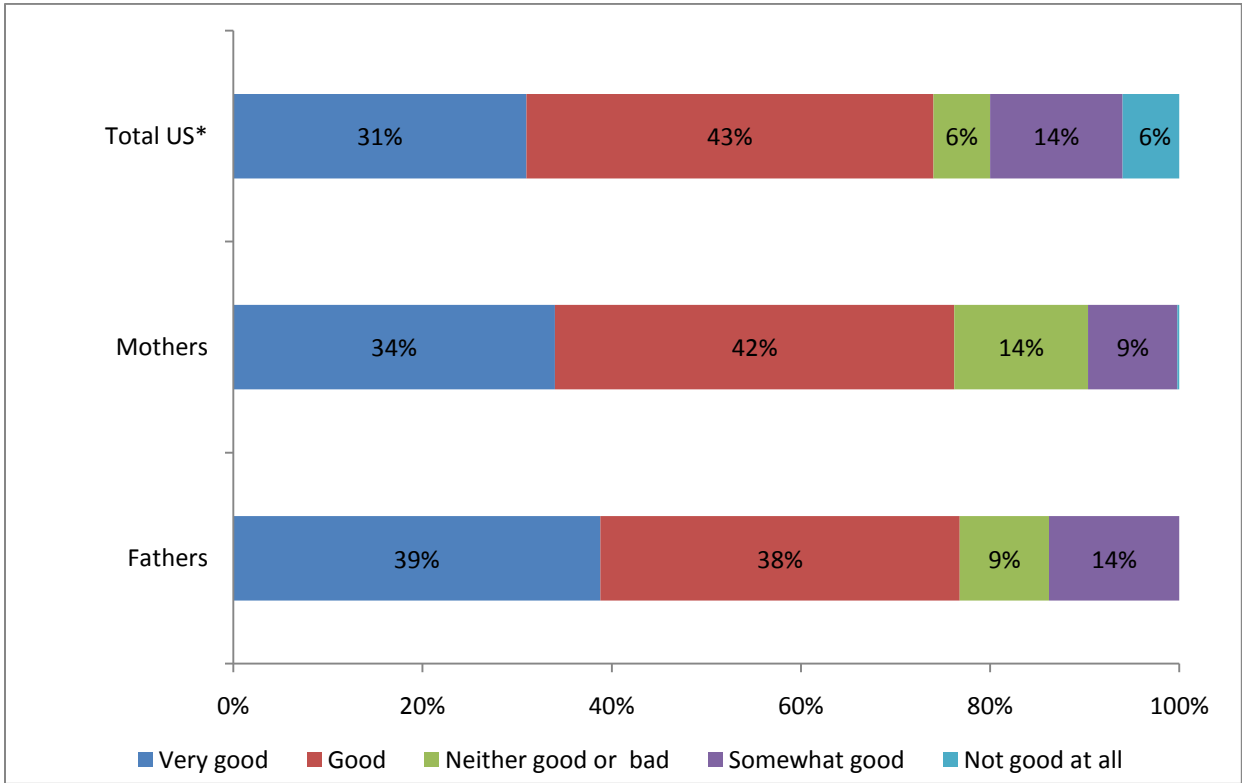


Figure 1 (Q1): How would you rate your overall feeling of health and well-being?

\*From the 2010 Philips Index for the U.S. (Data labels for 0% are not shown)

## The Philips Index

While about three-fourths of mothers and fathers say their overall feeling of health and well-being is good or very good. However, this aggregate metric does not necessarily tell the full story. What is missing is how good American parents feel about things that they say are *important* to their overall health and well-being versus not as relevant. For example, if their family life is critical to their sense of health and well-being, while their satisfaction with it is quite low, their overall state of health and well-being would be lower than if one asks about their health and well-being in general.

So, an analysis was conducted where overall satisfaction with various components of health and well-being were weighted by their relative stated importance. The results follow, and show that the weighted overall Index for the U.S. is 55%. The total index for mothers is slightly higher than the general population (58%) and slightly lower for fathers (52%).

The area of greatest importance, relates to relationships with family and friends, with an index score of 69 percent for the overall U.S. population. However, detracting from Americans' health and well-being are concern about the economy and financial stability. Reflecting these economic concerns is a low Job Index (39%). U.S. parents' feelings about these components of health and well-being are very much aligned with the overall U.S. population.

	Total U.S. Population*	Mothers	Fathers
Total Index Score	55%	58%	52%
Friends and Family Index	69%	70%	67%
Well-Being Index	59%	60%	57%
Physical Health Index	58%	63%	54%
Community Index	50%	51%	50%
Job Index	39%	45%	33%

Table 1 (Q3/Q4): For each of the following, how important are they in affecting your feeling of health and well-being? / For each of the following, how satisfied are you with this aspect of your life?

\*From the 2010 Philips Index for the U.S.

## Salary and Stress Adversely Impact Health and Well-Being

Among aspects that impact health and well-being, American parents consider physical health of family members and relationships (spouse or family and friends) to be most important. Nevertheless, there is room for improvement in American parents' lives in these areas. While 77% of mothers and 70% of fathers consider relationships with their spouse to be important, only about three-in-five are satisfied. The same is true for other important factors such as the overall physical health of their family members and relationships with their family and friends.

Examining the difference between importance and satisfaction also highlights that American parents are concerned about their finances. While most mothers (74%) and fathers (68%) consider how much they earn to be one of the most important factors, less than half are satisfied with this aspect of their life (48% mothers, 45% fathers). There is also room for improvement in terms of stress. More mothers than fathers consider the amount of stress in their lives to be important (72% vs. 55%), however for both audiences, this factor holds one of the largest gaps in importance compared to satisfaction. Only half of mothers and one-third of fathers are satisfied with this aspect of their lives. In this sense, how much they earn and the stress are the biggest challenges to parents' health and well-being.

	ALL MOTHERS			ALL FATHERS		
	IMPORTANT	SATISFIED	GAP	IMPORTANT	SATISFIED	GAP
Your relationship with your spouse or partner	77%	58%	-19%	70%	60%	-10%
The overall physical health of family members	76%	56%	-19%	76%	64%	-12%
Your relationship with your family & friends	75%	58%	-17%	76%	57%	-19%
How much you earn	74%	48%	-26%	68%	45%	-23%
Your overall physical health	74%	60%	-14%	65%	45%	-20%
How much stress you have	72%	50%	-22%	55%	33%	-19%
The amount of free time you have to spend with friends and family	68%	57%	-12%	63%	52%	-11%
The cost of living	68%	49%	-18%	54%	48%	-6%
Your job	66%	47%	-18%	56%	53%	-3%
Your mental health	66%	55%	-11%	51%	54%	-3%
The amount of free time you can spend alone	55%	56%	1%	33%	49%	15%
The community you live in	49%	54%	5%	29%	42%	13%
The amount of vacation time you have	46%	48%	2%	43%	43%	0%
How much you contribute to your community	46%	53%	7%	27%	47%	20%
How much you weigh	45%	49%	4%	21%	45%	23%
Your relationship with your boss and	43%	50%	6%	33%	45%	12%
The place of worship you attend, if any	38%	44%	6%	20%	39%	19%

Table 2 (Q3/Q4): For each of the following, how important are they in affecting your feeling of health and well-being? VERY/SOMEWHAT IMPORTANT. For each of the following, how satisfied are you with this aspect of your life? COMPLETELY



# The Majority of Parents in the U.S. Say They Feel As Healthy, or Healthier, As They Did Five Years Ago

Overall, mothers (96%) and fathers (95%) in the U.S. feel better or just as good as they did five years ago. Approximately one third of parents report feeling better than they did five years ago (34% each), which is higher than the total U.S. population (23%). Conversely, a quarter of the total U.S. population (25%) would say that their health has got worse relative to five years ago compared to just a few parents (4% mothers and 5% fathers).

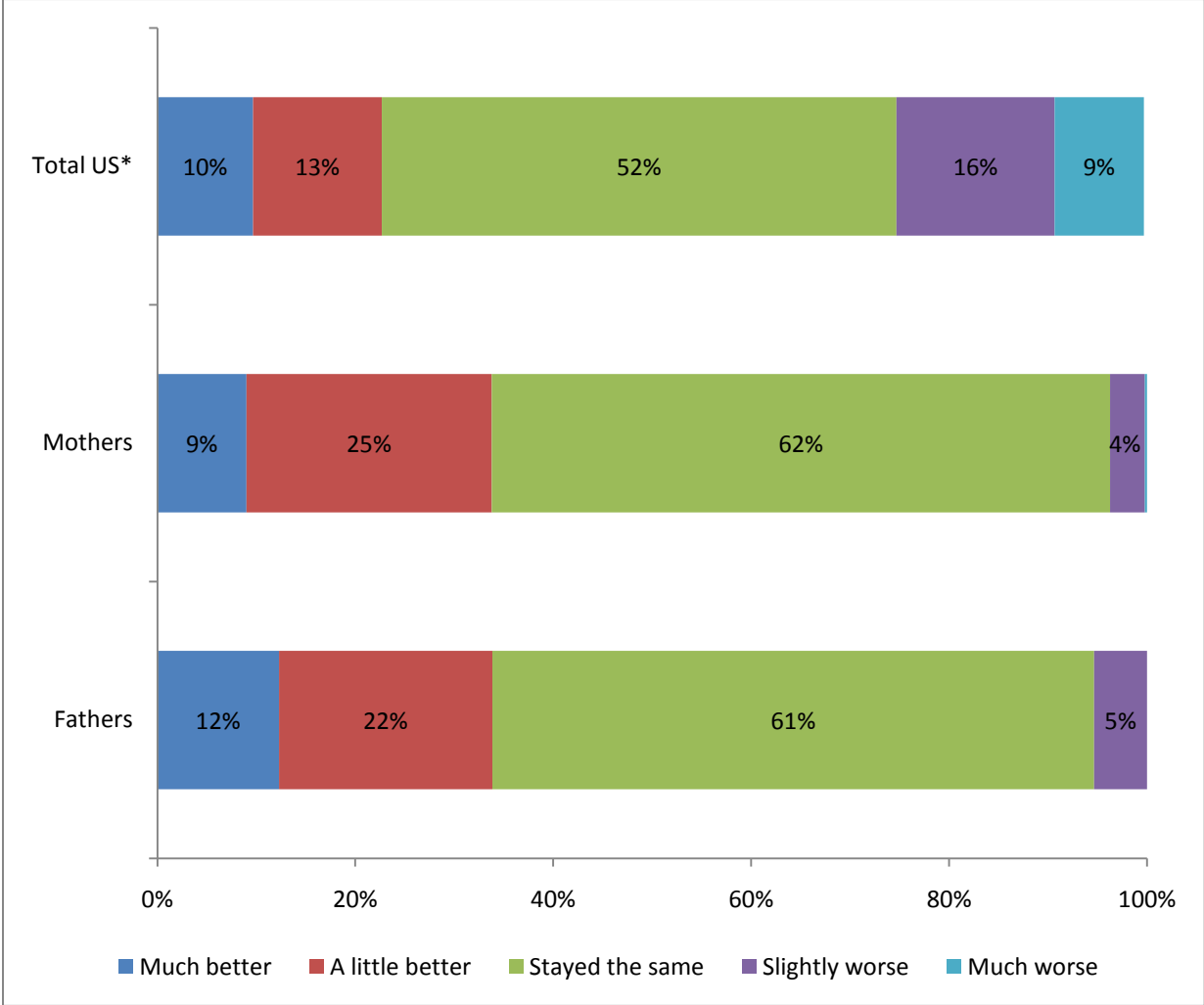


Figure 2 (Q2): Would you say your feeling of health and well-being has gotten much worse, slightly worse, stayed the same, gotten a little better, or gotten much better in the last five years? (Data labels for 0% are not shown)  
 \*From the 2010 Philips Index for the U.S.

## PART B: How American Parents Take Care of their Health

### Personal Health/Medical Care

#### American Mothers are Proactive about Their Health

Most American mothers go to the doctor once or twice a year. These regular check-ups potentially explain the strong feeling of good overall health and well-being reported by these mothers. Only 12 percent of mothers don't go

to the doctor at least once per year. The main reason why mothers don't go to the doctor more often is that they prefer only to go when they are ill (87%).

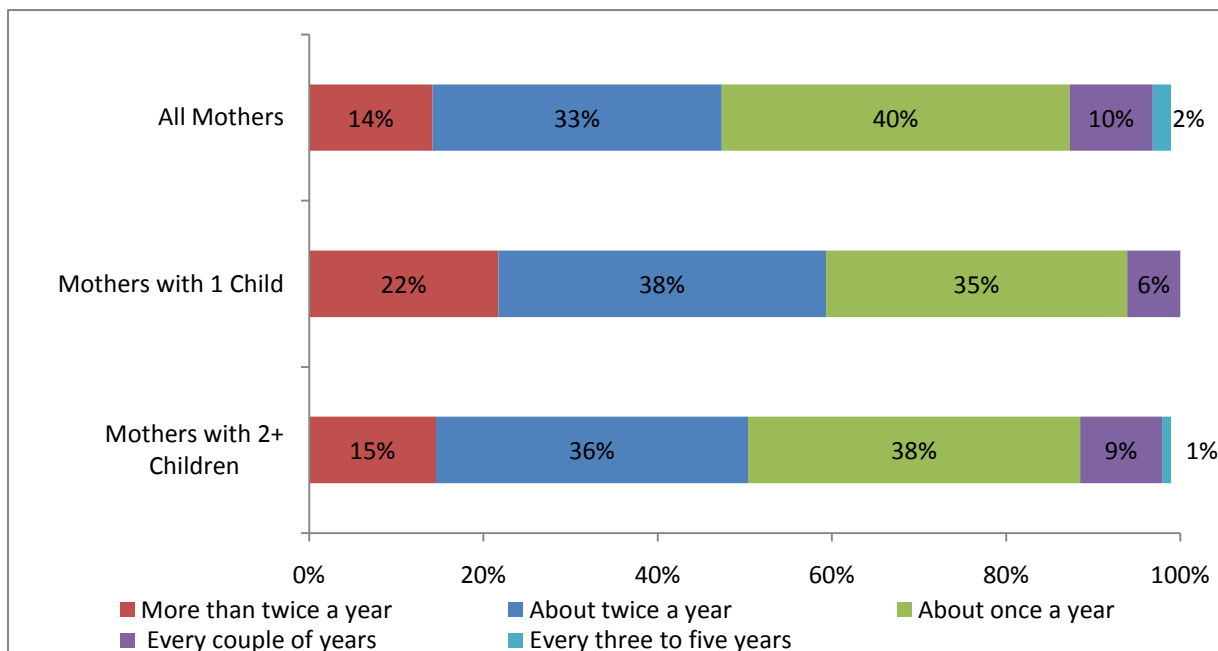


Figure 3 (Q9): How often do you go to the doctor for a general check up, not related to pregnancy? (Data labels for 0% are not shown)

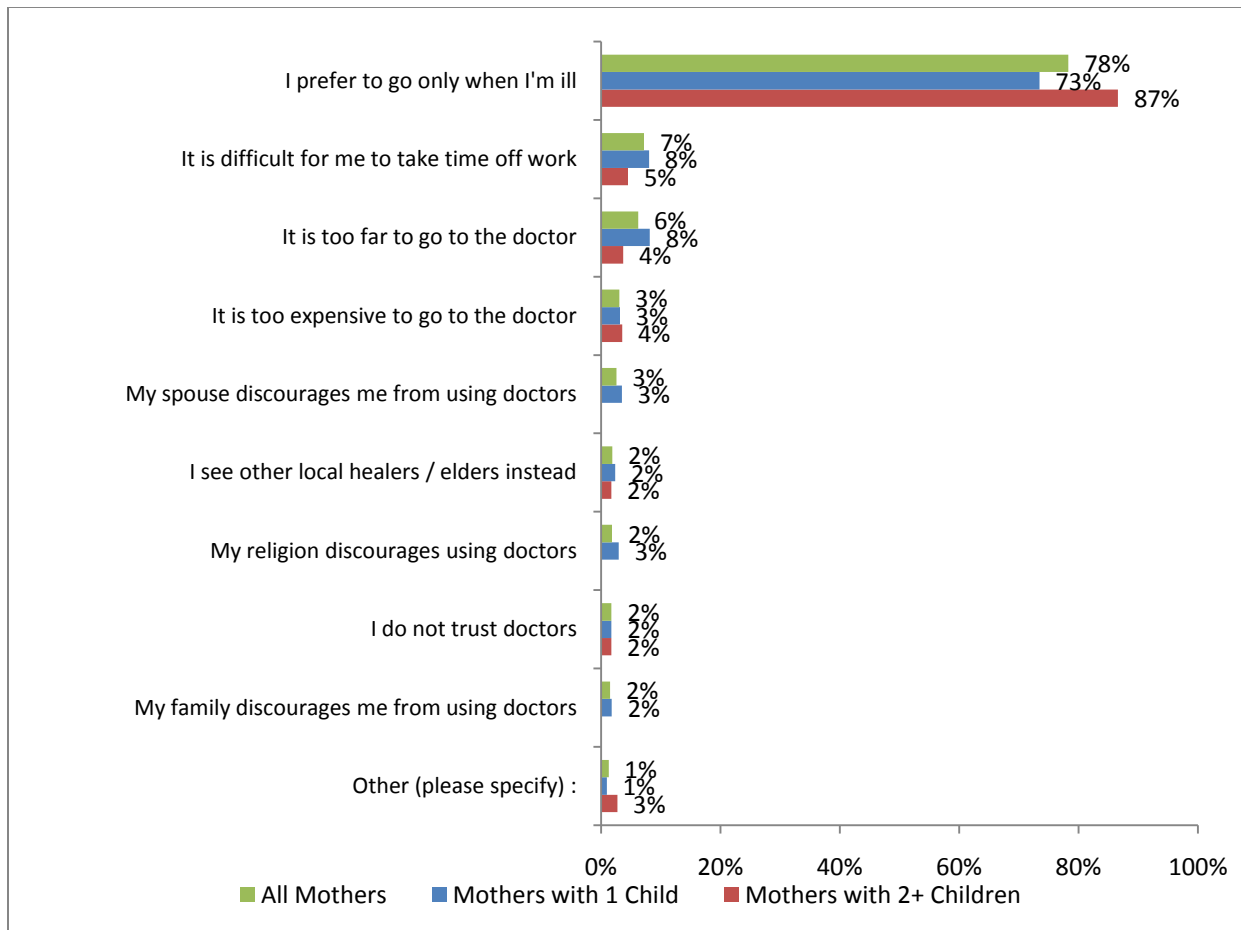


Figure 4 (Q10): For what reason(s) don't you go to a doctor for a general check-up more frequently? (Data labels for 0% are not shown).

The Roles of Sleep and Stress

**American Parents Are Stressed. Mothers of One Child Are Even More Stressed Than Mothers of Multiple Children.**

Overall, two-thirds of mothers (68%) and fathers (67%) in the U.S. consider themselves stressed on some level. However, among these parents, few (14%) indicate that they are “very” stressed. When looking at those who report being “very” or “somewhat” stressed, mothers with one child are significantly more stressed than those with two or more children (51% vs. 32%). This is indicative of first time mothers feeling more stress than those with more experience who may be accustomed to the day-to-day pressures of motherhood.

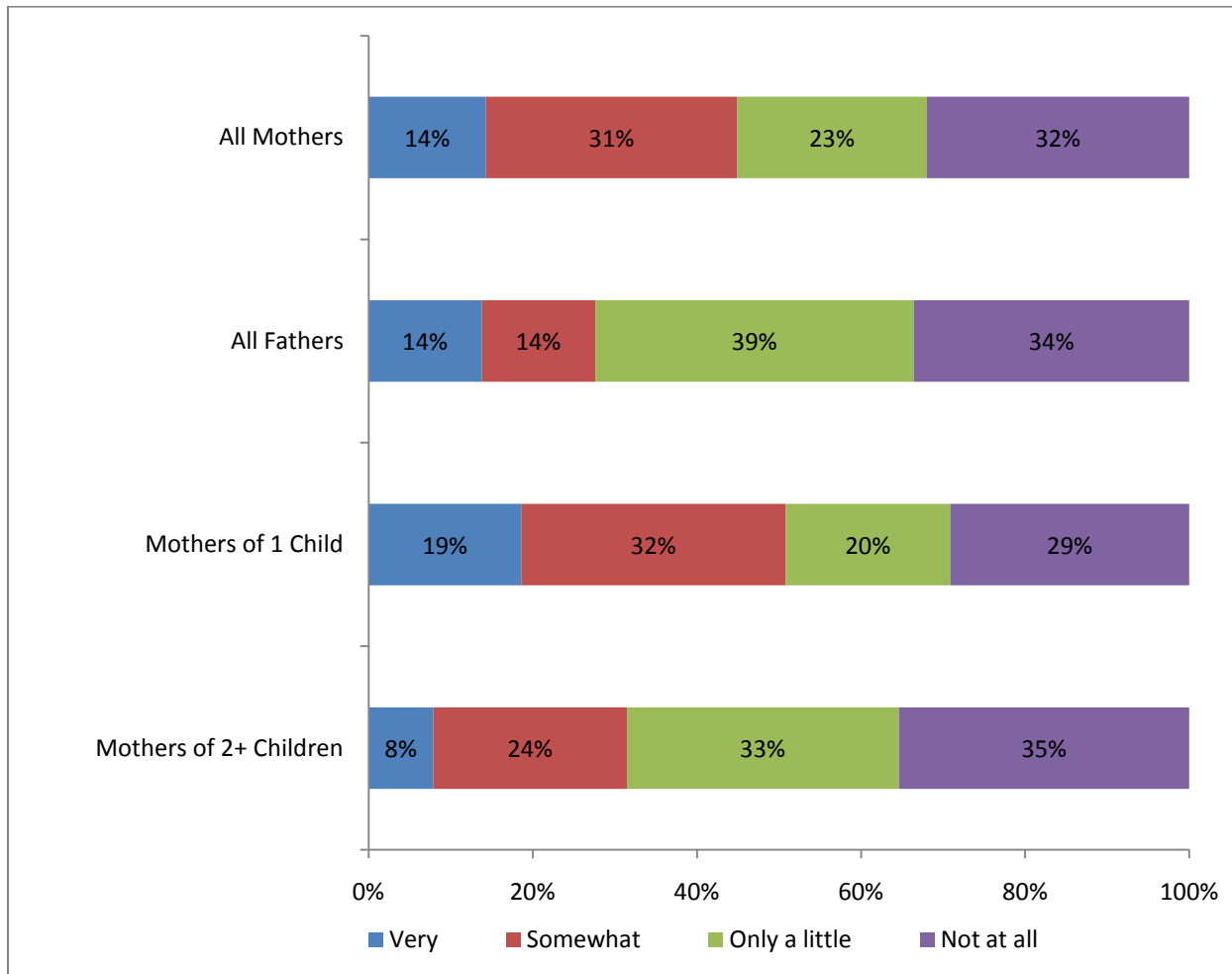


Figure 5 (Q5): How stressed do you consider yourself to be?

## The Economy is a Major Stressor in American Parents' Lives

In line with their greater levels of stress, American mothers are affected by more stressors than fathers. Reflective of the fragile U.S. economic climate, the top stressor for American mothers is the economy. Fathers are the most stressed about balancing work and family, followed by having enough money to pay bills and the economy. Also, consistent with the importance placed on the economy and how much they earn, mothers and fathers are most closely aligned in their stress over their job (49% and 41% respectively).

Aside from economics, another major stressor for mothers experiencing stress is being a parent (59%). Mothers with one child are more likely to feel this stress than mothers with two or more children (61% vs. 49%). Fathers are less stressed about being a parent (36%) than mothers.

Other stressors, particularly for mothers, are children's healthcare and education. Around half of stressed mothers and more than a third of stressed fathers are affected by these stressors. In addition, in line with gaps in importance and satisfaction, half (54%) of mothers are stressed about their spouse or partner. Fathers are slightly less stressed about this relationship (42%).

	All Stressed Mothers	All Stressed Fathers	Stressed Mothers w/1 Child	Stressed Mothers w/2+ Children	RANK (Among All Stressed Mothers)
<b>The economy</b>	61%	43%	57%	73%	1
<b>Being a parent</b>	59%	36%	61%	49%	2
<b>Having enough money to pay your bills</b>	58%	44%	63%	50%	3
<b>Your spouse/partner</b>	54%	42%	57%	47%	4
<b>The health and well-being of your parents</b>	53%	26%	52%	50%	5
<b>Balancing work and family</b>	53%	45%	58%	40%	6
<b>Your child/children's healthcare</b>	51%	38%	52%	49%	7
<b>Your child/children's education</b>	50%	35%	48%	56%	8
<b>Your job</b>	49%	41%	52%	39%	9
<b>Healthcare costs</b>	47%	21%	50%	34%	10
<b>Healthcare available to you</b>	46%	18%	50%	30%	11
<b>Where you live</b>	42%	14%	46%	32%	12
<b>Crime that might affect you</b>	38%	11%	38%	32%	13
<b>Your boss</b>	36%	16%	38%	22%	14
<b>Loss of job</b>	33%	12%	31%	25%	15

Table 3 (Stressed – Q6): To what degree does each of the following contribute to stress you might feel? A LOT/SOMEWHAT

## While Most American Parents Get Enough Sleep, Busy Schedules and Lack of Time Contribute to Loss of Sleep

The majority of American mothers (88%) and fathers (94%) claim they get enough sleep at night, with a slightly higher proportion of mothers not getting enough sleep than fathers (12% vs. 6%). Among mothers who do not get enough sleep, most say that they don't have enough time in the day (34%) or that their children wake them up (31%).

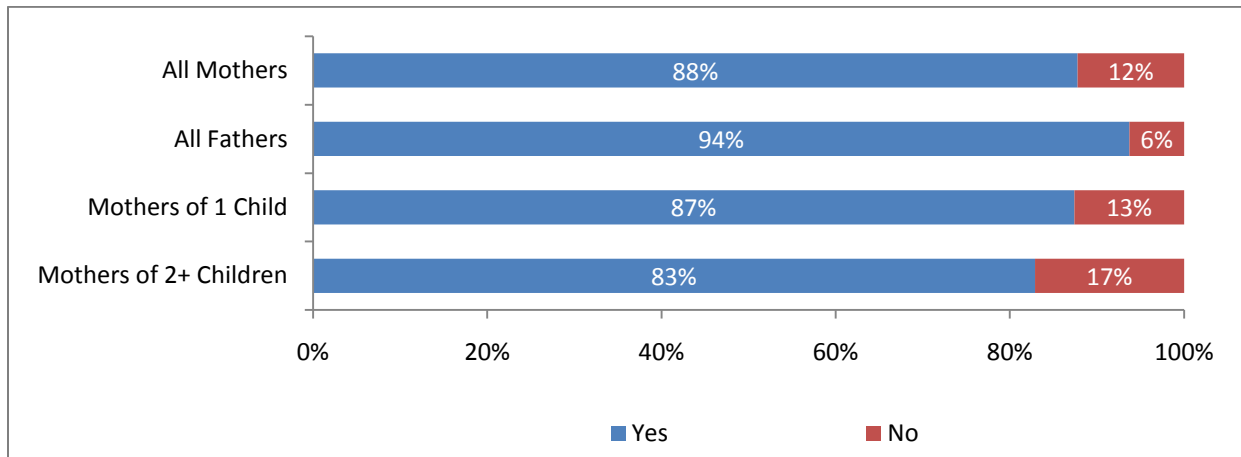


Figure 6 (Q7): Do you get enough sleep at night?

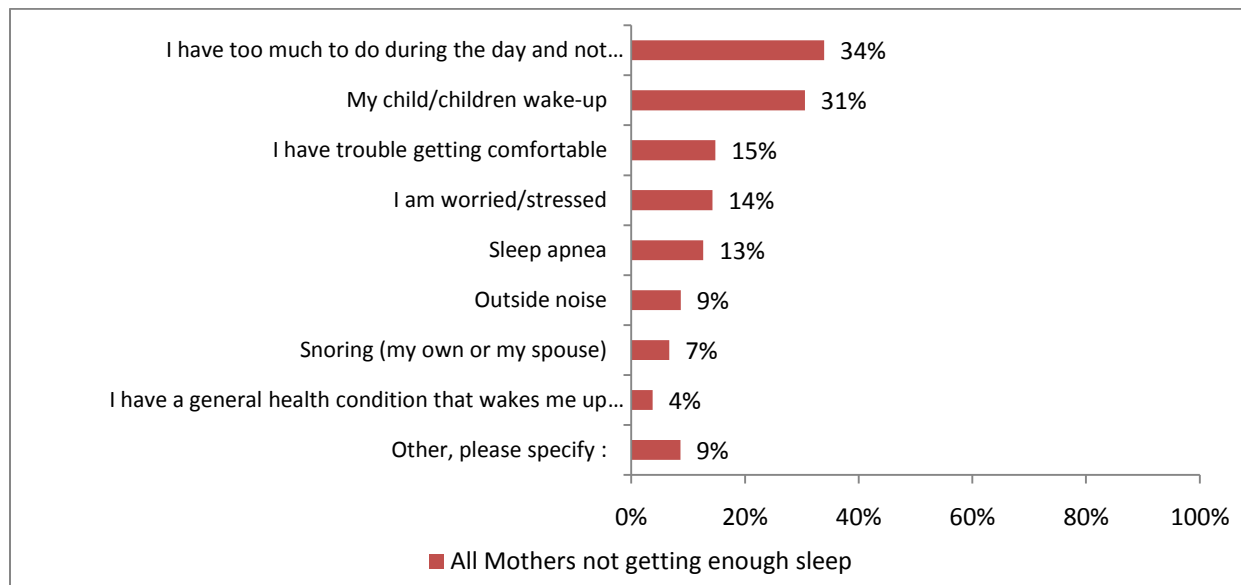


Figure 7 (Not getting enough sleep – Q8): What are some reasons you don't get enough sleep at night? (Fathers not included given low base size of respondents).

# PART C: Children’s Overall Health and Well-Being

## American Parents Say That Their Children’s Current State of Health and Well-Being Is Good

Most parents in the United States report their young children are in good health (87% mothers and 95% fathers). Of note, this is slightly higher than the approximately three-quarters of parents in the U.S. who rated their own health as good or very good.

children ages zero to two years old (95% vs. 83%). Fathers are more confident in their children’s health and well-being and are more likely to rate their health as very good (80%) than mothers (54%).

Mothers rate the health and well-being of their children ages three to five higher than their

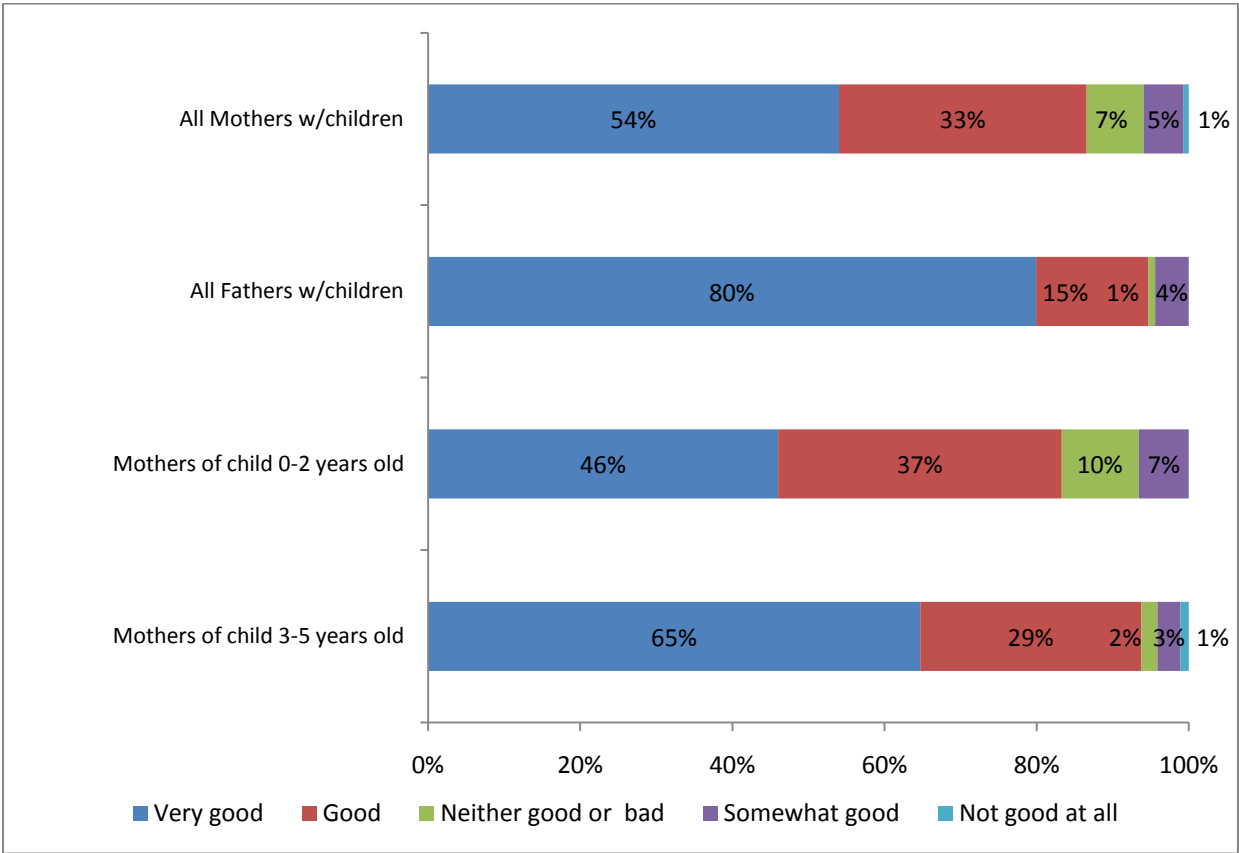


Figure 8 (Parents with children 0-5 – Q11): How would you rate the overall feeling of health and well-being of your child/children? TOTAL RESPONSE – ALL CHILDREN (Data labels for 0% are not shown)

## U.S. Children Visit Doctors Regularly - Parents Expect them to Live a Longer Life

About half of parents take their children to the doctor every couple months. As to be expected, mothers of children ages zero to two years take their children to the doctor slightly more frequently than those with children three to five years old.

American parents expect their children to live a longer life than themselves, with fathers more likely to say so (91% fathers vs. 72% mothers).

This may be related to the frequency of visits to the doctor and parents' positive sense of their children's health and well-being.

Information about children's health and well-being comes primarily from pediatricians or general practitioners. Family members and in-laws also play a role in providing advice.

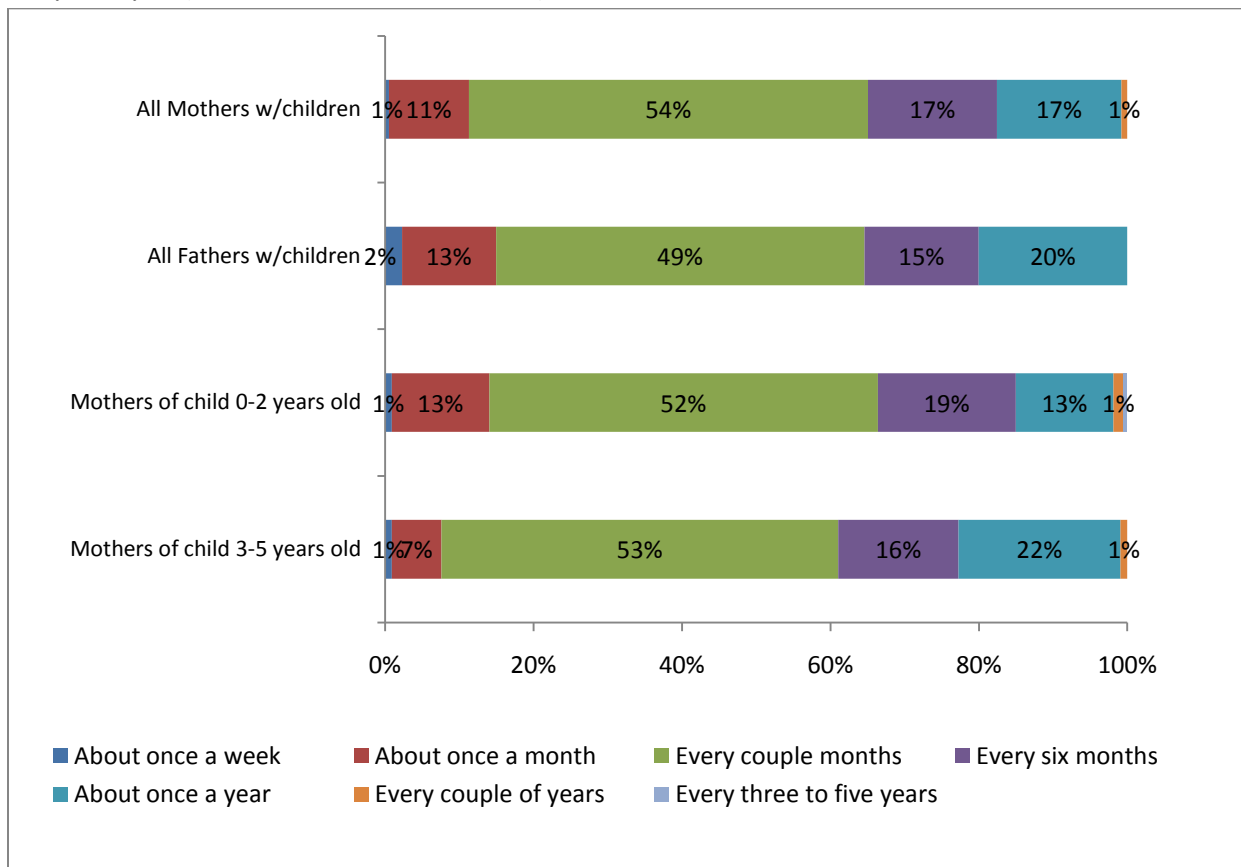


Figure 9 (Parents with children 0-5 – Q12): How often does your child go to the Doctor for a general check up? (Data labels for 0% are not shown)



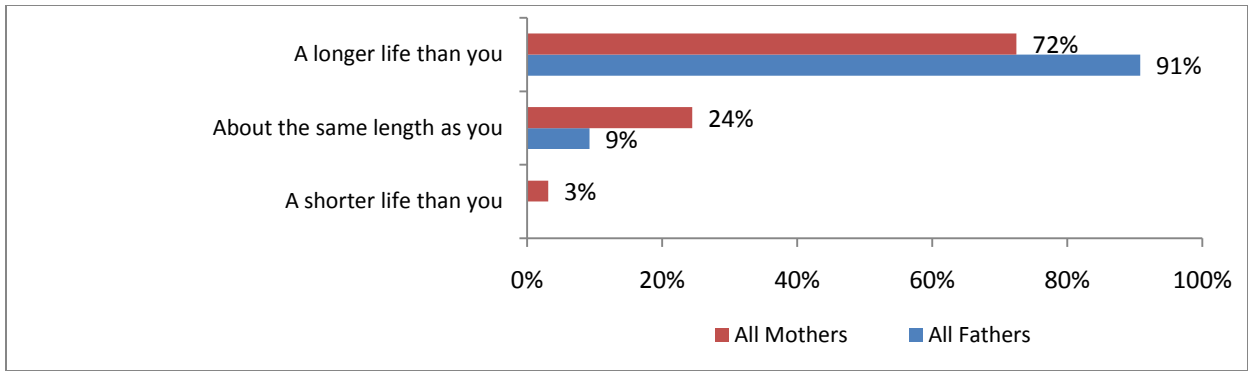


Figure 10 (Q14): Do you expect your children to live... (Data labels for 0% are not shown)

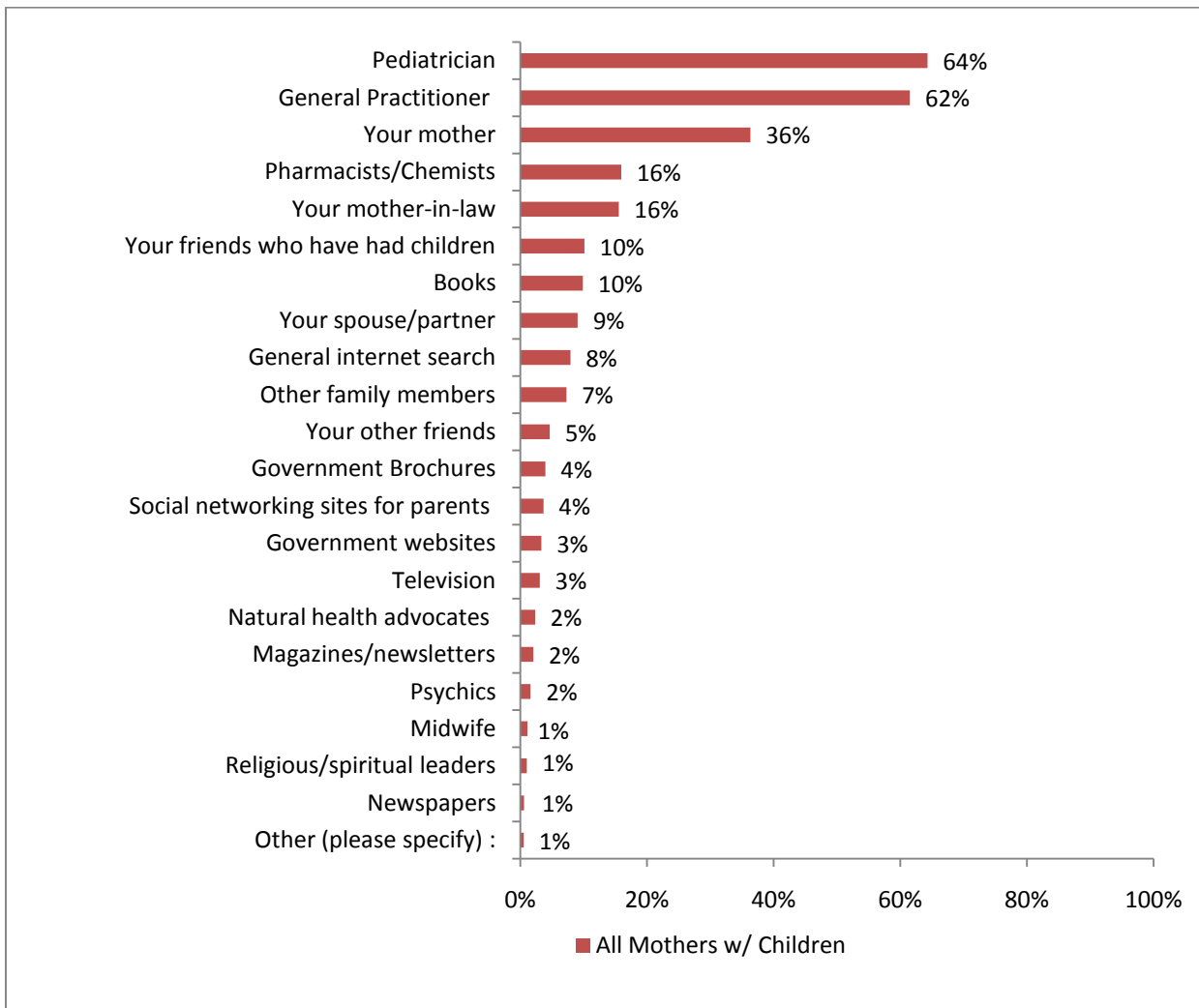


Figure 11 (Parents with children 0-5 – Q13): Where do you get general medical or health information about the health of your child/children? (Data labels for 0% are not shown)

## PART D: Healthcare Facilities

### American Mothers Are Predominantly Satisfied with Primary Healthcare Resources Provided Available through Health Insurance

Mothers in the U.S. have easy access to general practitioners (98%), hospitals (98%), and pediatricians (96%), and most of these services are paid for through health insurance. Mothers are generally satisfied with primary care facilities such as OBGYNs, pediatricians and general practitioners.

While many American mothers have access to more specialized healthcare facilities such as birthing centers, lactation consultants, and midwives, these services are typically available at a cost.

	Availability			Satisfaction (Among those who responded)	
	TOTAL AVAILABILITY	VIA INSURANCE	AT A COST	SATISFIED	DISSATISFIED
General practitioner (primary-care physician / generalist doctor)	98%	78%	20%	71%	29%
Hospital	98%	78%	20%	69%	31%
Pediatrician (doctor specialized in infant and childcare/development)	96%	78%	18%	71%	29%
OBGYN	96%	74%	22%	73%	27%
Emergency clinic	96%	79%	17%	67%	33%
Birthing center	93%	47%	46%	59%	41%
Healthcare support for a safe	92%	41%	50%	57%	43%
Lactation consultant	91%	39%	51%	63%	38%
Family planning services	90%	45%	46%	61%	39%
Midwife/Doula	75%	26%	49%	52%	48%
Holistic health center	75%	24%	51%	51%	49%

Table 4 (Mothers - Q15/Q16/17): Which of the following healthcare facilities/experts are available to you/your spouse/partner in your local community or within easy access? AVAILABLE VIA HEALTH INSURANCE/AVAILABLE AT A COST How satisfied are you with each of these healthcare facilities/experts? COMPLETELY SATISFIED/SATISFIED

## Competent Doctors and Quality Medical Equipment are Critical as Parents Prepare for the Birth of Their Child

Above all else, American parents look for competent doctors, cleanliness and, equipment to handle any emergency when choosing a hospital facility for the birth of their child. In line with this, for both parents, a top rated physician is the key differentiator of a high quality healthcare facility. When it comes to parents' actual experiences during labor, parents agree that their chosen hospitals delivered on these expectations.

In addition to the quality of facilities and care, independence and personalization are important to American parents. Mothers in particular want to feel a sense of independence when it comes to decisions (77%) and are looking for a hospital that will adapt to a personalized birth plan (74%). On the other hand, fathers are especially likely to value privacy (76%) and the ability to be present during childbirth (70%).

Breastfeeding support (e.g. availability of a lactation consultant and breastfeeding accessories to get started) is not an important criteria for the majority of American parents when choosing a hospital facility in which to give birth. This may speak to the support provided by most healthcare facilities since the majority of parents feel they receive adequate support to start breastfeeding.

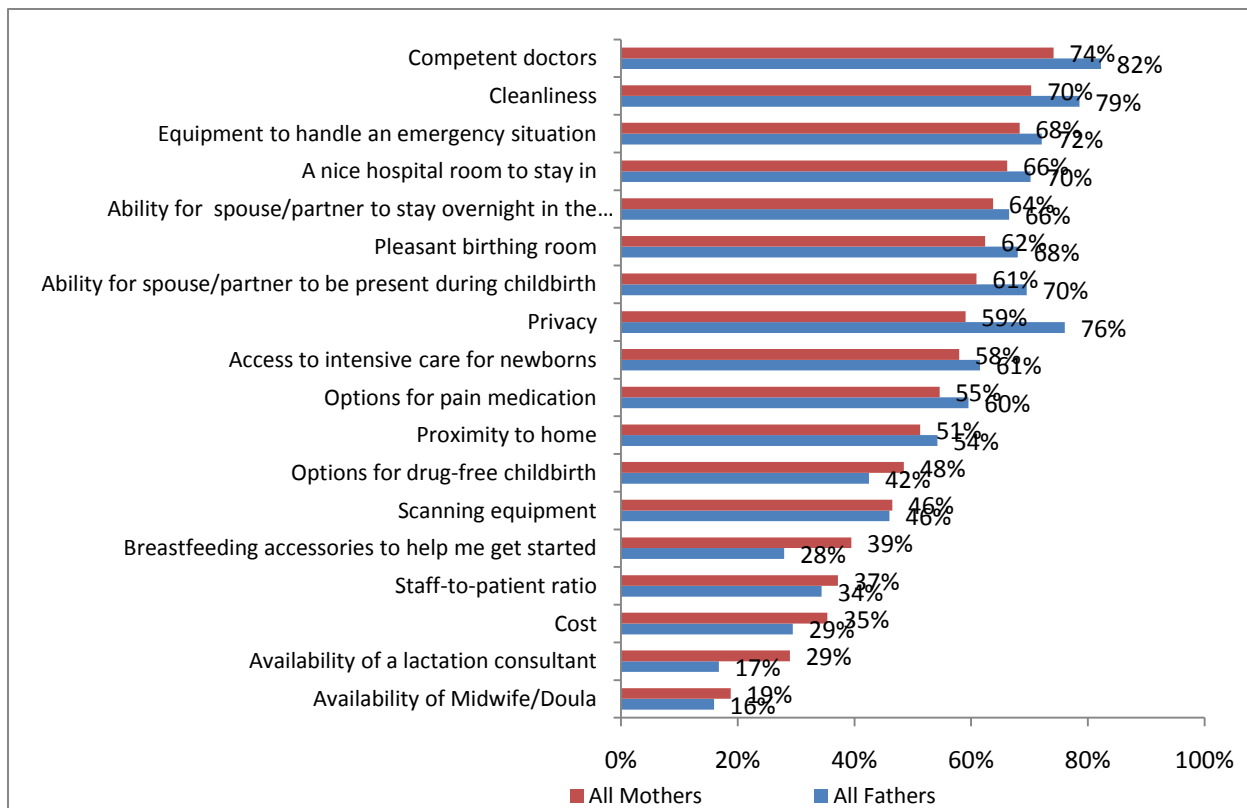


Figure 12 (Q23/Q41): How important were the following to you when choosing the hospital or healthcare facility where you/your spouse/partner did/will give birth? VERY IMPORTANT/IMPORTANT

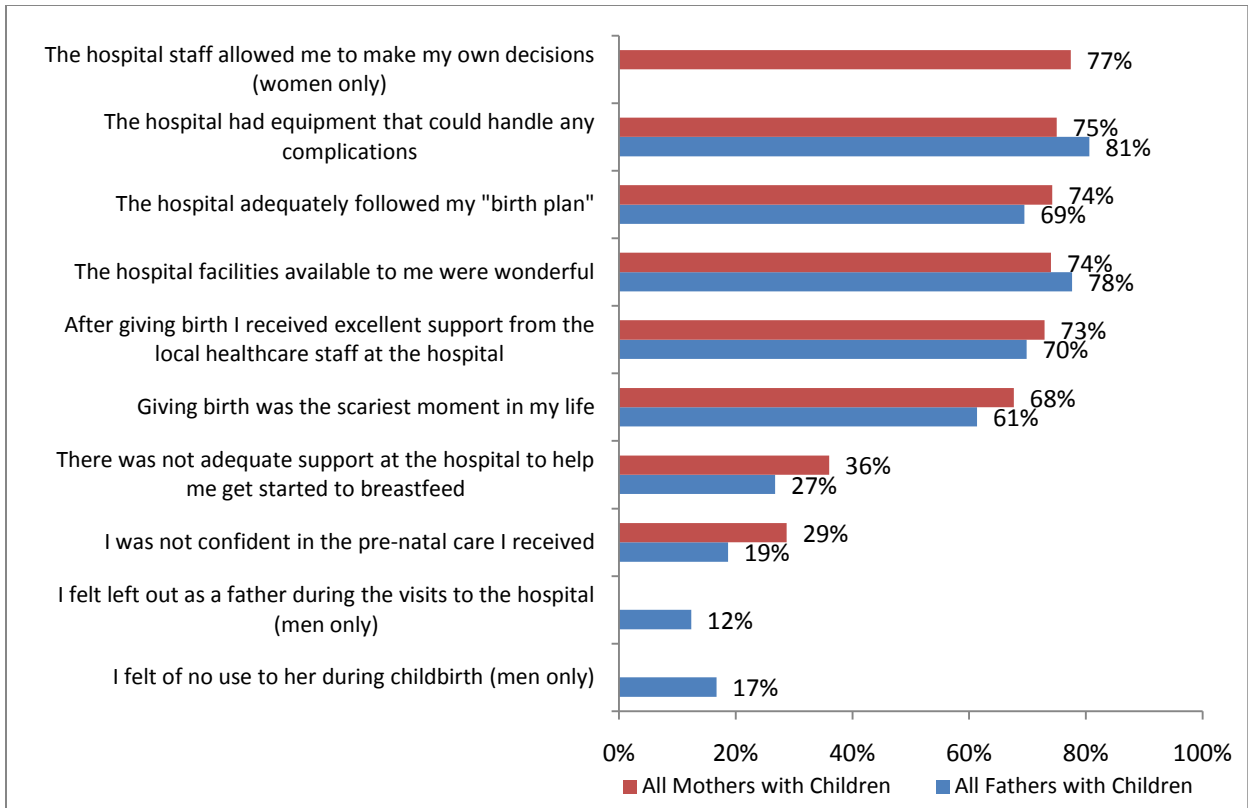


Figure 13 (Parents with children 0-5 – Q25/Q43): Thinking about your experiences during labor for your/your spouse/partner's most recent pregnancy, how much do you agree or disagree with the following statements? COMPLETELY AGREE/SOMEWHAT AGREE

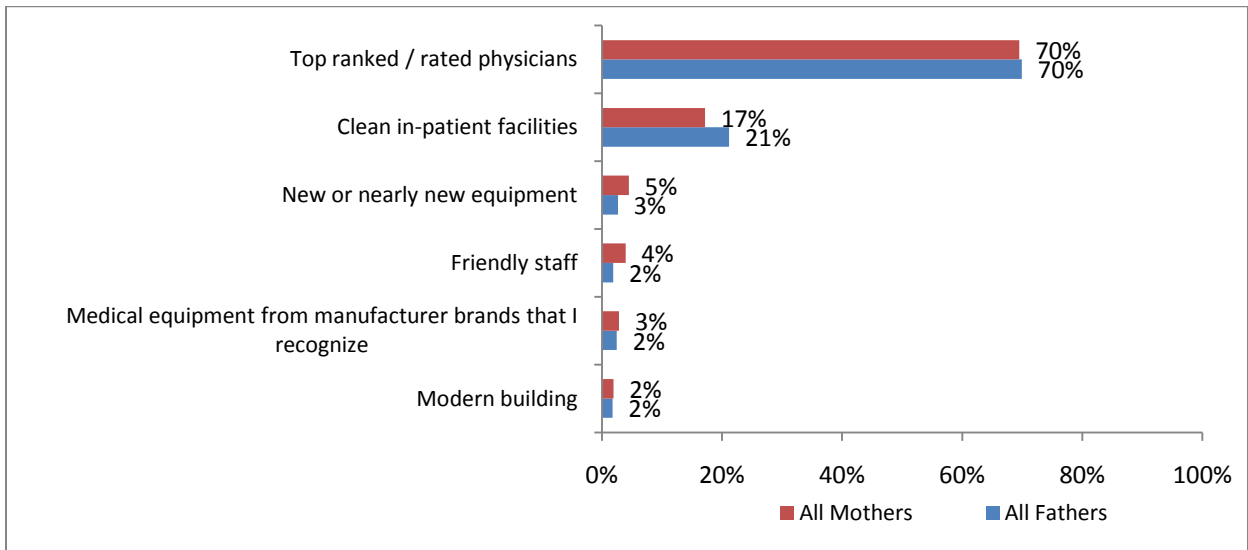


Figure 14 (Q18): For you to think of your local hospital as a high quality healthcare facility, which of the following is most important?

## American Parents Feel Prepared for Labor, but Still Have Concerns about the Process

While more than half of parents feel prepared for childbirth (59% mothers and 52% fathers), half of parents worry about being parents. This may be due to the volume of information and an absence of appropriate support. For instance, one-third of fathers (36%) and almost half of mothers (48%) feel/felt overwhelmed with information. The same proportion of mothers agree that there was not enough information to help learn how to be a good parents (31%) and nearly one-fifth (19%) of fathers agree. Parents also worry about premature birth or what might show up on their first scan (37% mothers, 27% fathers).

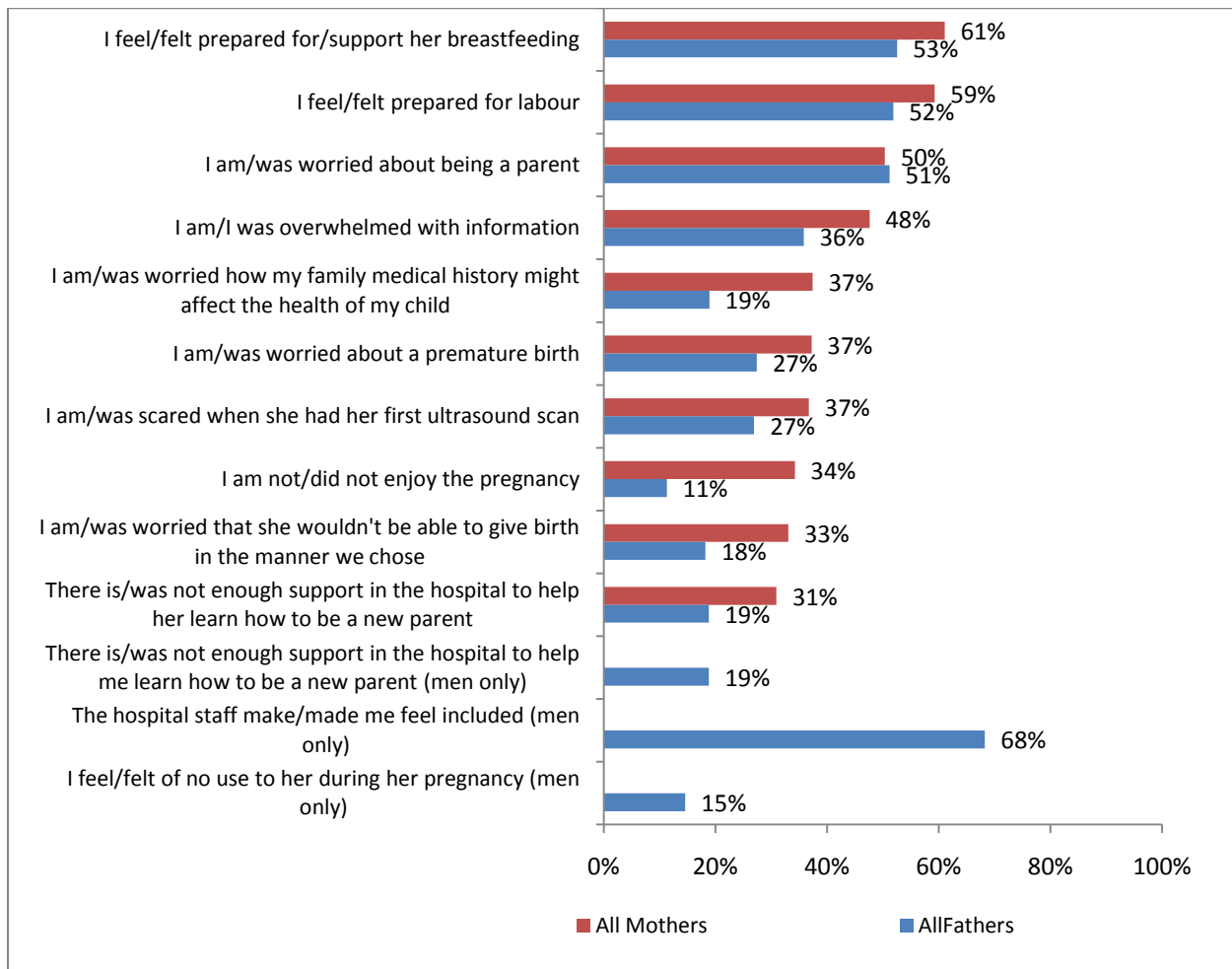


Figure 15 (Q24/Q42): Thinking about your experiences during your/your partner's/spouse's current or most recent pregnancy, how much do you agree or disagree with the following statements? COMPLETELY AGREE/SOMEWHAT AGREE

## PART E: Experiences during Pregnancy

### American Parents Typically Seek Pregnancy Health Advice from Their Doctors

Overall, American parents, particularly fathers, turn to their general practitioner (64% mothers and 89% fathers) or pediatrician (59% mothers and 79% fathers) for health information related to their/their spouse’s pregnancy. Mothers are also likely to reach out to their mother for advice (41%).

indicating that they are perhaps more concerned or feel that they need more advice than mothers.

Of note, social networking sites and general internet search are not popular sources of health information for parents during pregnancy.

In general, fathers are slightly more likely to reach out to a variety of information sources,

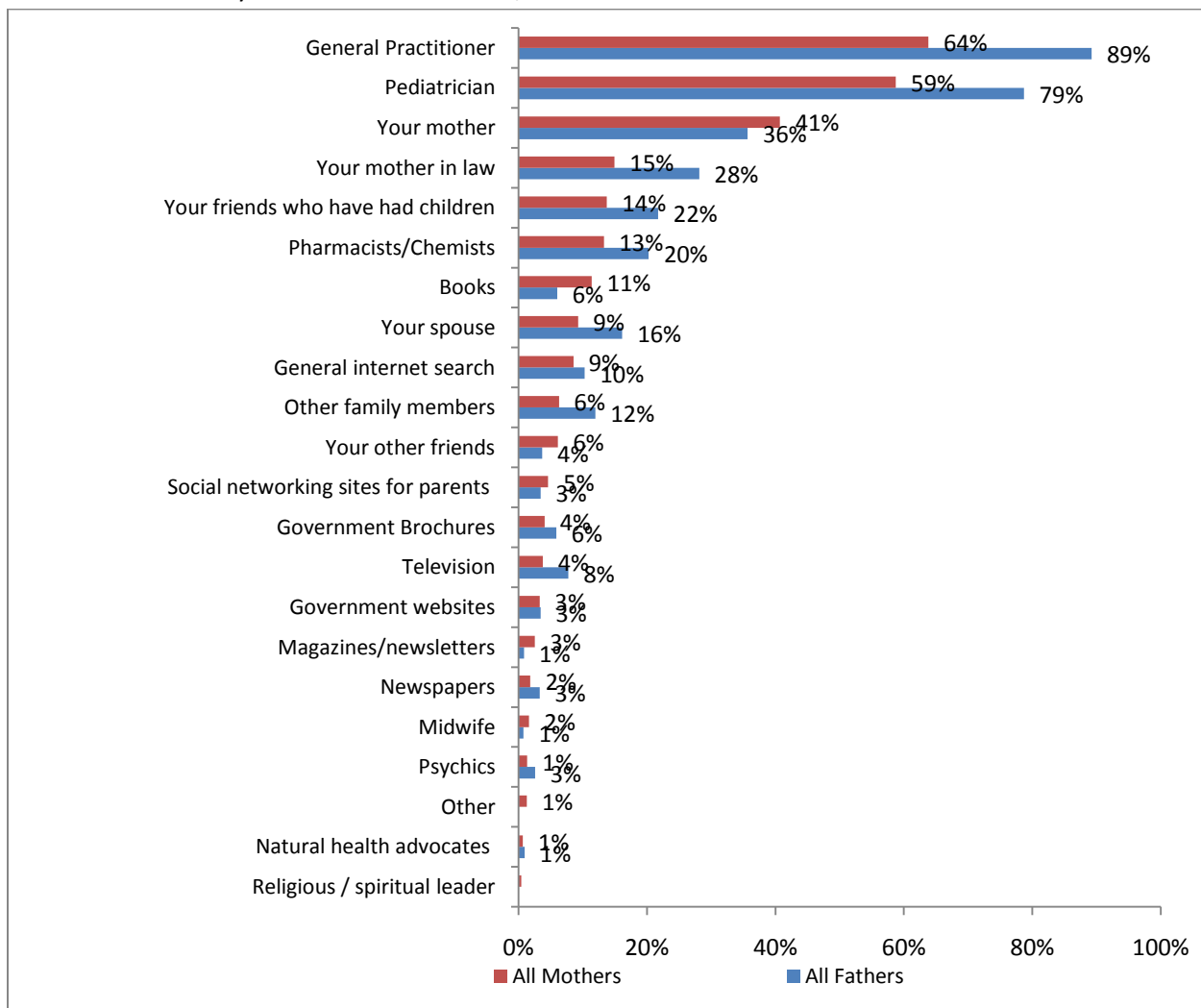


Figure 16 (Q19/37): Overall, during your current / most recent pregnancy where do you or did you get medical or health information about your/your partner’s/spouse’s pregnancy? (Data labels for 0% are not shown)

## American Mothers Make Their Own Health Decisions during Pregnancy, but Often Confer With the Father of the Child and Their Doctor

Most American mothers make their own health decisions during pregnancy (88%), but often consult with the father of the child (80%) and their doctor (72%). Fathers slightly overestimate the degree to which they play a role in decisions (85% vs. 80% among mothers). Of note, but

perhaps not surprisingly, more experienced mothers are less likely to include their parents in decision making when it comes to pregnancy (68% of mothers with one child versus 52% of mothers multiple children).

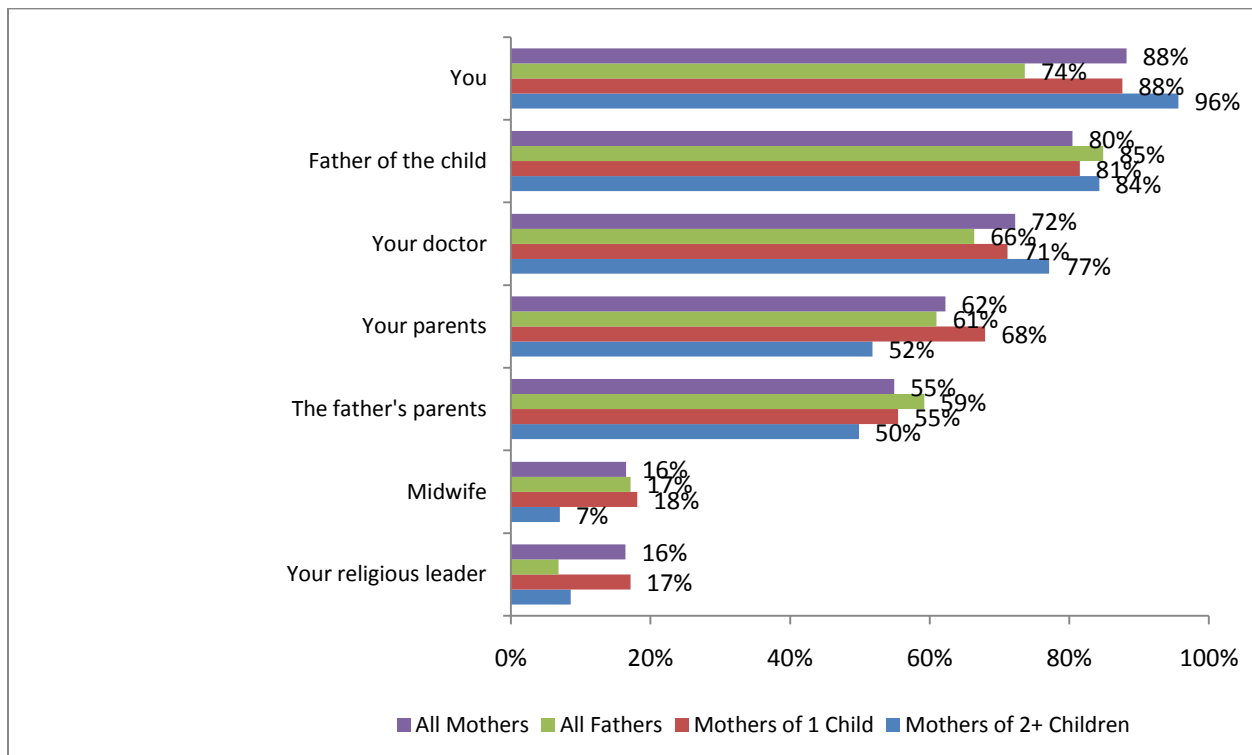


Figure 17 (Q20/Q38): To what degree did/does each of the following make the decisions about your/your partner's/spouse's healthcare during your/their current or most recent pregnancy? A LOT/SOME

## American Mothers are Proactive during Pregnancy – Most Complete Scans and Tests and Attend Classes

The vast majority of American mothers receive prenatal care in the form of 12-week scans (96%), 20-week scans (96%) and regular sonograms (96%). During the months leading up to their birth of their child, approximately nine in 10 mothers in the U.S. find out the gender of their child. Unlike other countries surveyed, around three-fourths of mothers attend childcare classes (75%) or breastfeeding classes

(73%). Of note, fathers' perceptions of their spouse/partner's completion of medical procedures, scans and classes tend to be relatively aligned with mothers.

Among those who did not complete prenatal classes, the primary reasons were because they were too busy or they didn't think it was necessary.

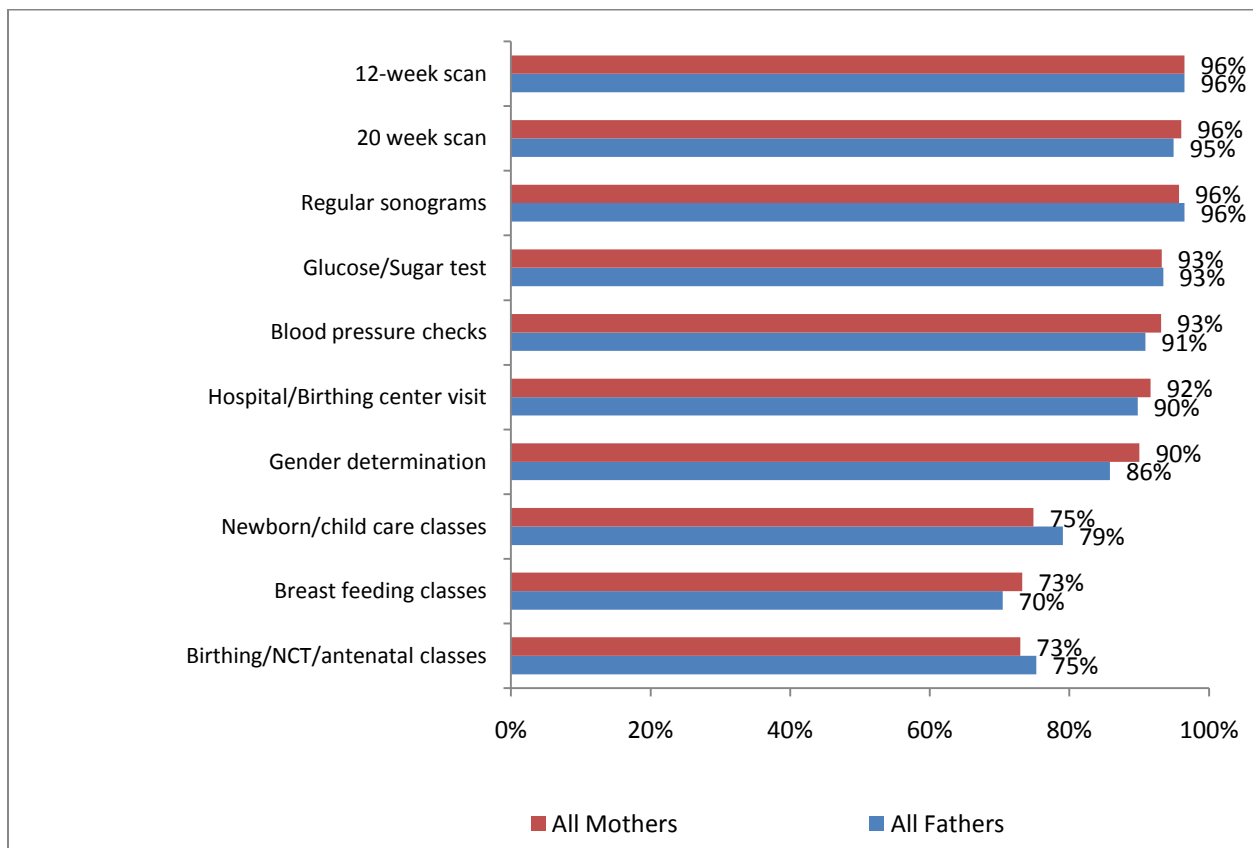


Figure 18 (Q21/Q39): During your/your partner's/spouse's current or most recent pregnancy, have you/she completed/did you/she complete the following... COMPLETED



	Birthing/NCT/ Antenatal Classes	Breastfeeding Classes
<b>I was too busy</b>	48%	46%
<b>I didn't think it was necessary</b>	28%	39%
<b>I didn't feel comfortable taking time out of work</b>	6%	5%
<b>It wasn't available to me</b>	3%	1%
<b>I wasn't aware about this</b>	2%	2%
<b>The cost was too high</b>	6%	2%
<b>It was too far to get there</b>	2%	1%

Table 5 (Mothers - Did not complete – Q22): Why did you not complete... (Data labels for 0% are not shown) (Fathers not included given low base size of respondents).

## During Pregnancy, Financial Stability, Health of Children and Knowing How to be a Good Parent are Top Concerns for Parents

American parents have many concerns when preparing for the birth of their child. Concerns about their financial stability (40% mothers and 33% fathers) are likely related to the current economic climate, as well as their concerns related to how much they earn. Parents are also worried about the health of their child and access to good education.

In general, mothers are more worried than fathers during pregnancy, particularly about being a parent and the changes that will occur once the child is born. A third of mothers are concerned about not knowing how to be a

parent (33%) compared to just 14 percent of fathers. Other areas that mothers worry about more than fathers include: work-life balance, the affect having a child will have on their relationship with their spouse and, how their other children will adjust to the baby.

Two-fifths (41%) of mothers look forward to not being pregnant anymore. By comparison, most fathers look forward to continuing the family line (45%).

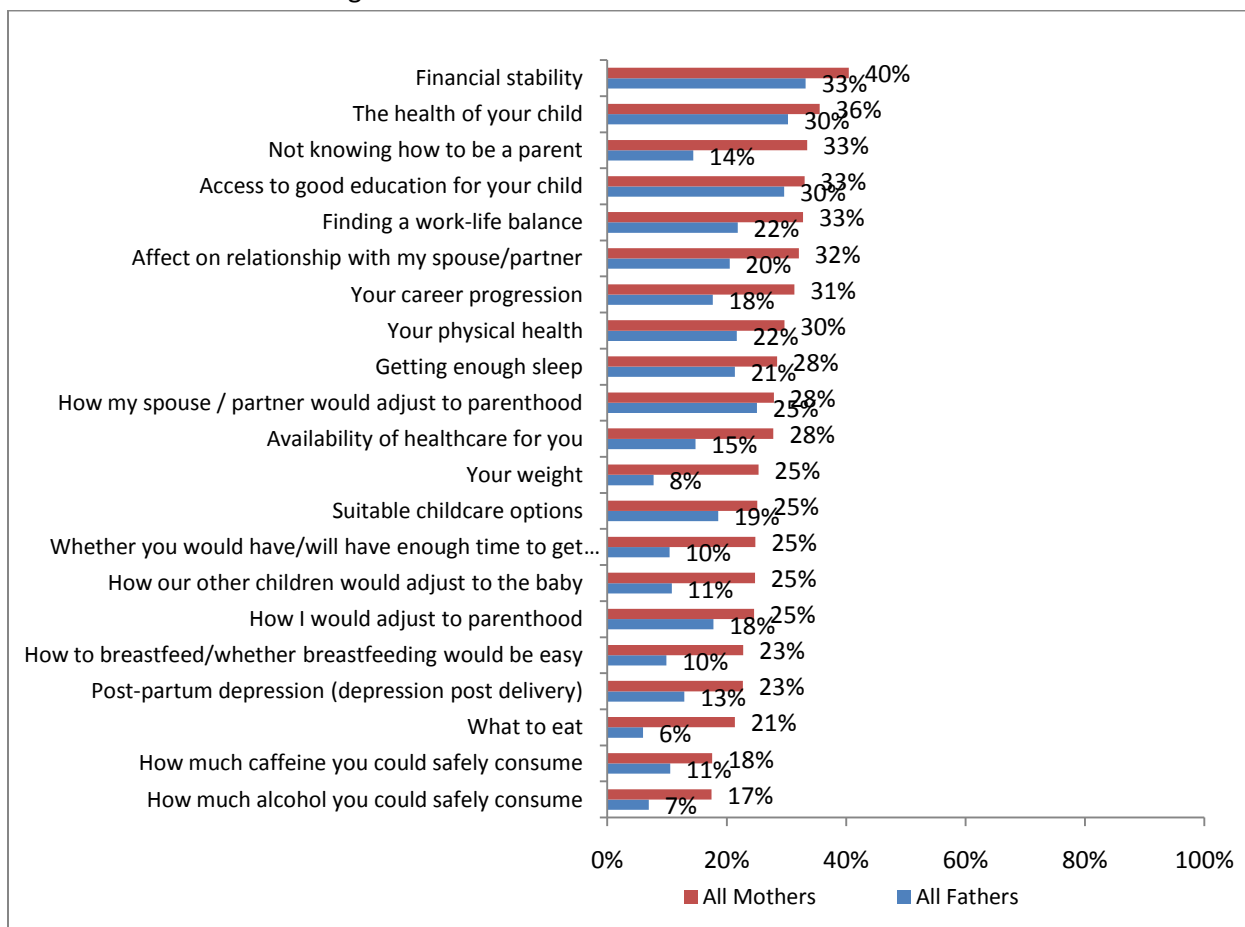


Figure 19 (Q26/Q44): During your/your partner's/spouse's current or most recent pregnancy to what extent are/were you worried about the following...VERY WORRIED/WORRIED

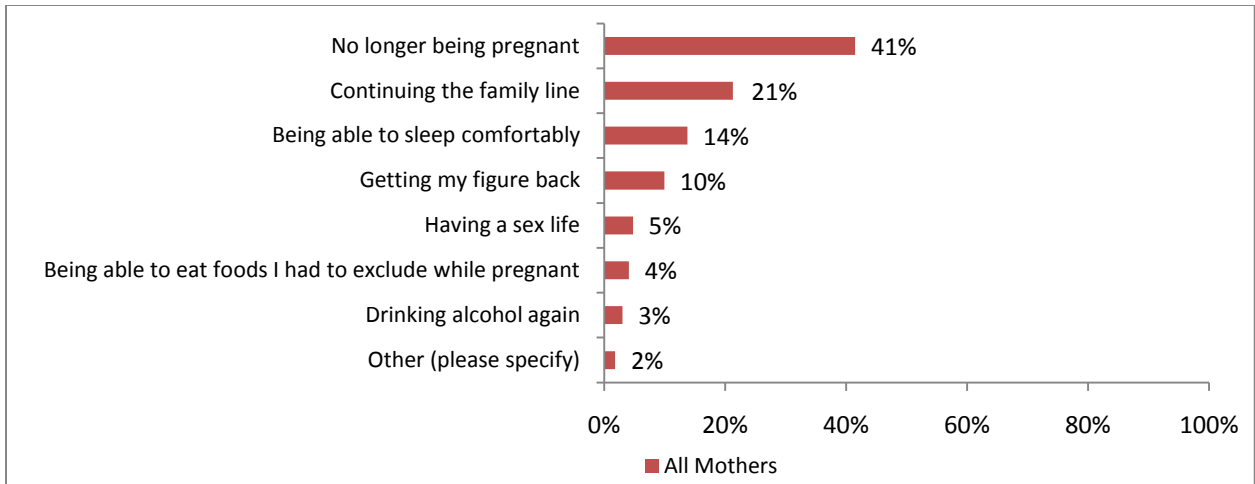


Figure 20 (Mothers – Q27): During your current or most recent pregnancy which of the following are/were you most looking forward to at the end of your pregnancy?

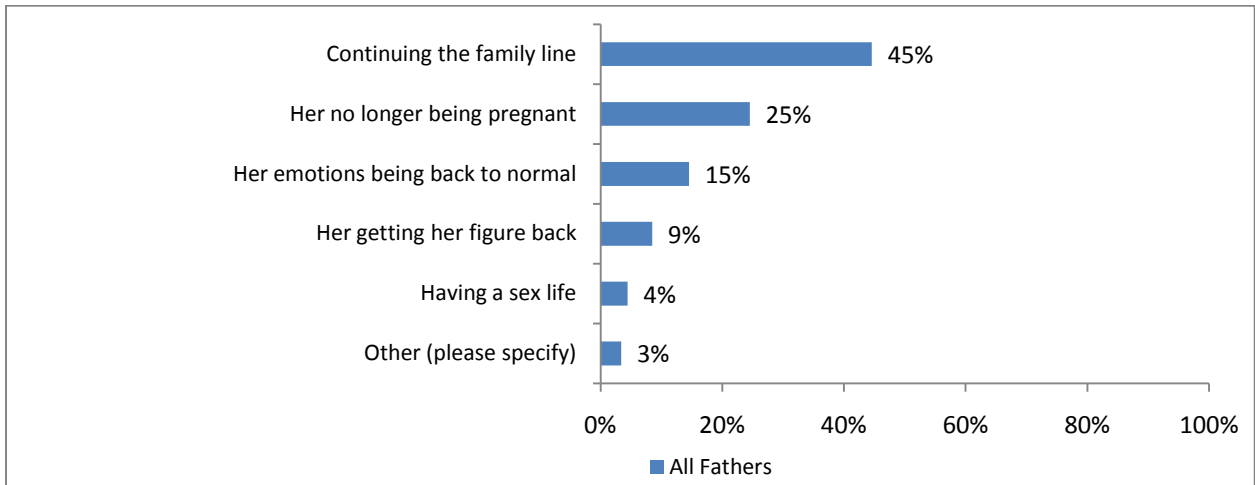


Figure 21 (Fathers – Q45): During your partner's/spouse's current or most recent pregnancy which of the following are/were you most looking forward to at the end of the pregnancy?

## PART F: Experiences during Newborn Years (Breastfeeding, Going Back to Work)

### Mothers Who Breastfeed Typically Stop between seven and 12 Months

Among mothers with children, 95 percent breastfeed and over half (55%) breastfeed beyond six months, in line with the World Health Organization’s recommendation for the development of children. The primary reasons parents want to breastfeed is for their child’s health and safety relative to formula. In particular, most fathers cite breast milk is safer than formula (50%) as the primary reason they want their spouse/partner to breastfeed. This may speak to a fathers’ instinct to “protect” over “nurture”.

Despite most stopping at 12 months, American mothers express a desire to breastfeed as long as possible (72%). Key reasons American mothers say they do not breastfeed longer

include decreased supply (67%) and pain (29%). In general, mothers feel supported while they are breastfeeding, and few (2%) say that they stopped because it felt awkward. While three-fifths of mothers agree that they were embarrassed to breastfeed in public, mothers feel generally supported by their colleagues (70%) and employers (66%) while breastfeeding.

Fathers have a different perspective on breastfeeding. Nearly one-in-five men feel they weren’t able to bond with their child as much because of breastfeeding (16%); however, that doesn’t stop them from being supportive, as 87 percent of women say they felt supported by their child’s father.

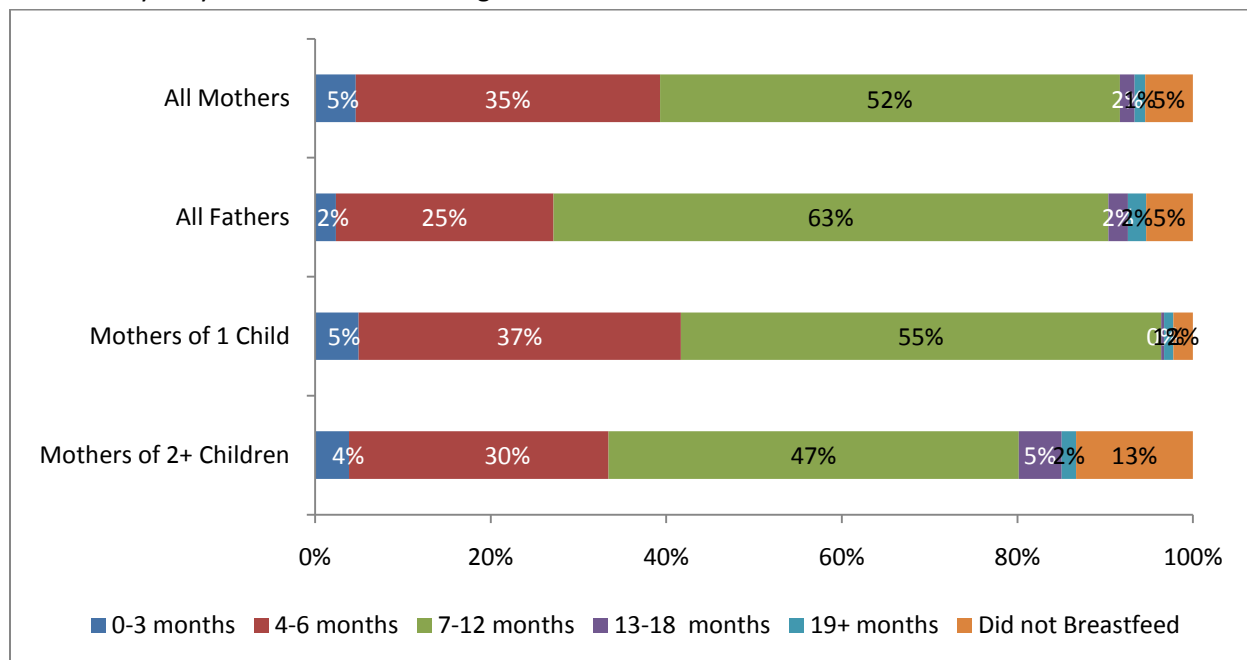


Figure 22 (Parents with children 0-5 – Q28/Q46): Thinking about your youngest child, what was the age of your child when you/your partner/spouse stopped breastfeeding?

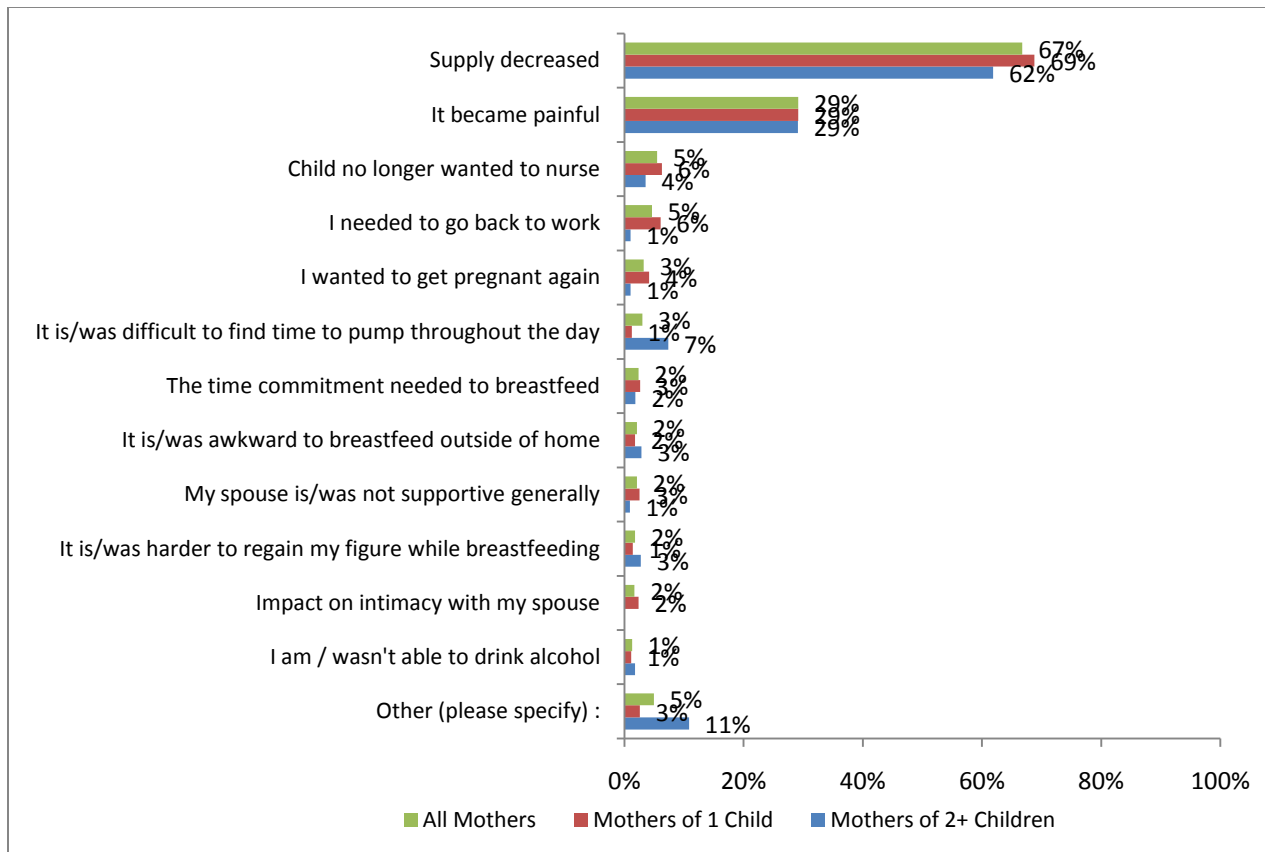


Figure 23 (Mothers with children 0-5 – Q29): Thinking about your youngest child, what will stop/stopped you breastfeeding longer? (Data labels for 0% are not shown)

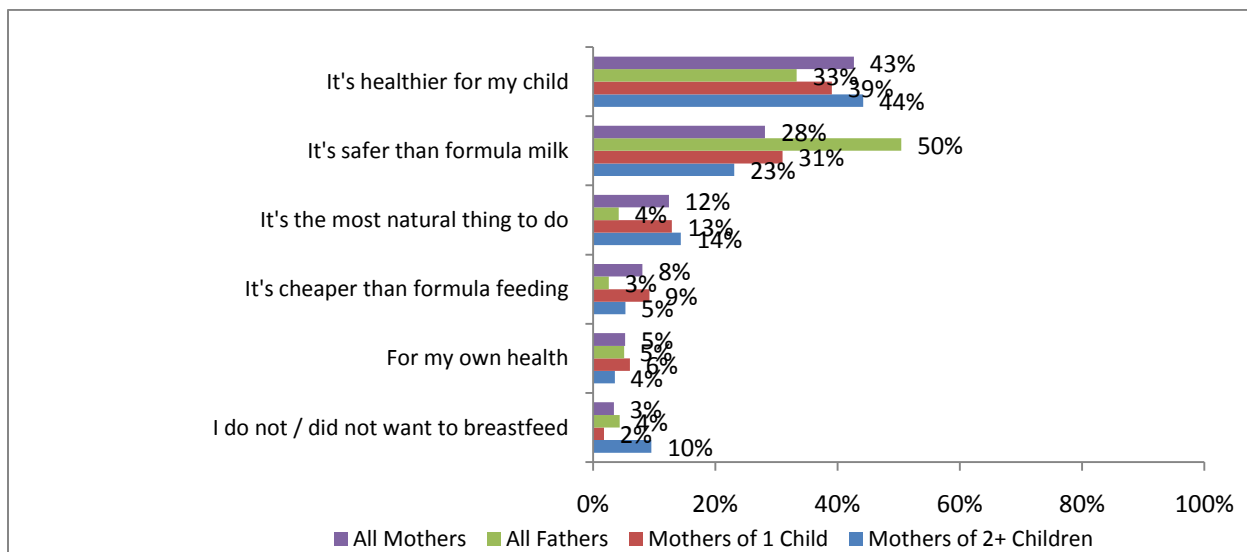


Figure 24 (Q30/Q47): Thinking about your youngest child, which of the following best describes why you want/wanted to breastfeed/wanted your partner to breastfeed:

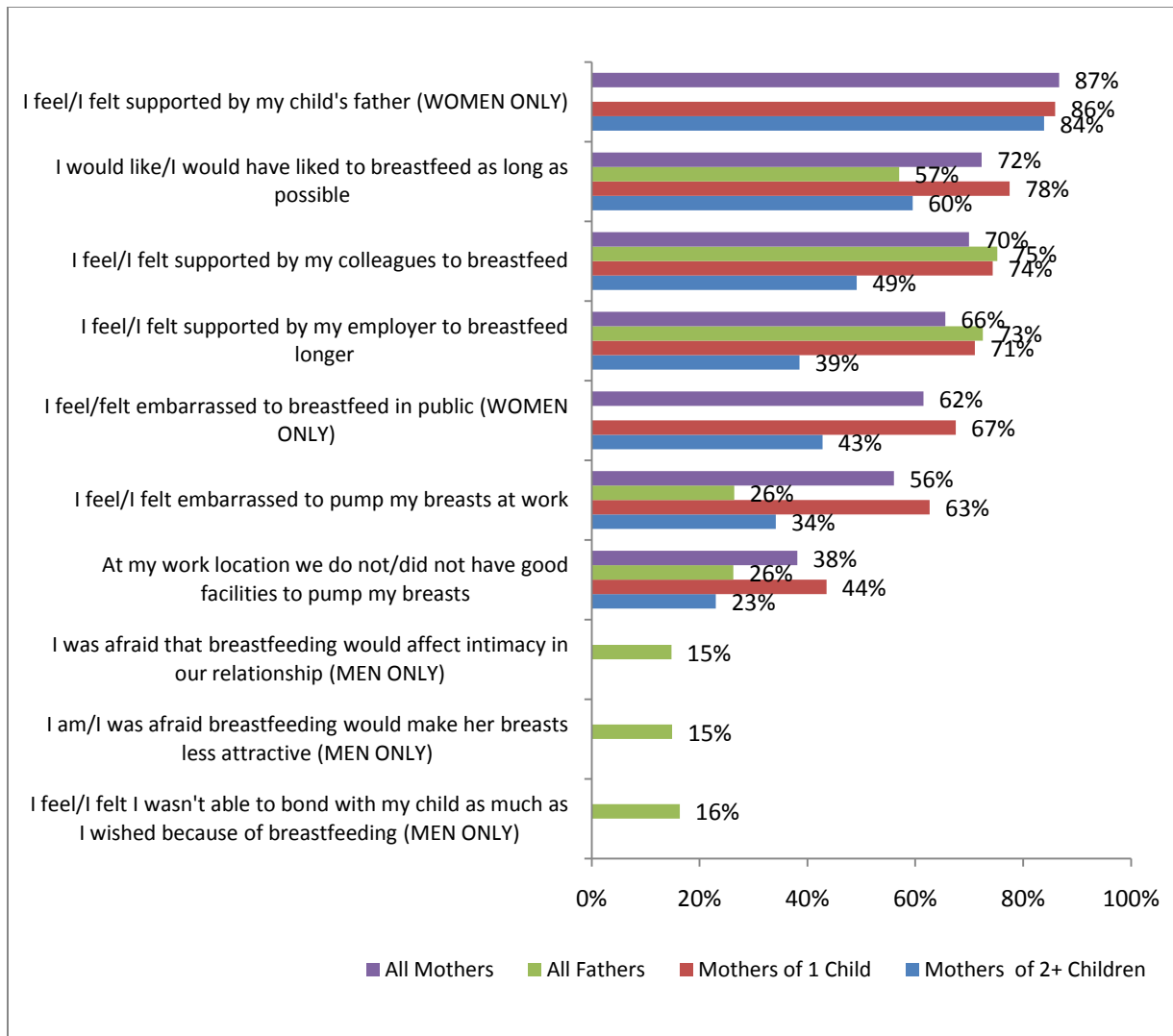


Figure 25 (Q31/48): Thinking about your experiences/your partner/spouse and breastfeeding, how much do you agree or disagree with the following statements? COMPLETELY/SOMEWHAT AGREE (Data labels for 0% are not shown)

## Most Working American Mothers Adjust Their Work Schedule after Childbirth

Less than a third of mothers either return to their normal hours (27%) after giving birth. Instead, most change their work schedule by reducing their working hours after having a child (26%), or they stop working altogether (20%). On the other hand, most fathers go back to normal working hours (76%). While a small number of fathers reduce their hours (8%) or change the days they work (6%), very few stop working (2%). Among parents who do go back to normal working hours, the primary reason for doing so is financial need (40% mothers, 26% fathers). Those who change work schedules after having a child typically do so to be able to spend more time with the child.

While a third of mothers don't necessarily want to work more hours (27%), nearly half of mothers say more help from their family would be necessary to help them work/continue working. Currently, many parents use a combination of methods with almost two-thirds (62%) already turning to parents/in-laws for help in caring for their child/children while they work.

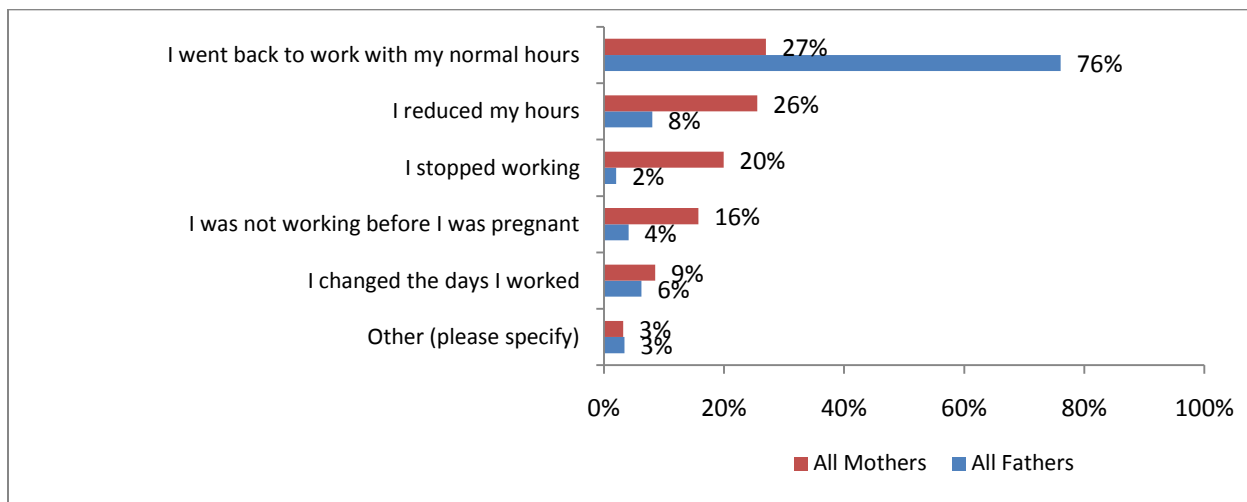


Figure 26 (Parents with children 0-5 – Q33/Q49): Thinking about your youngest child, did you change your work schedule after they were born?

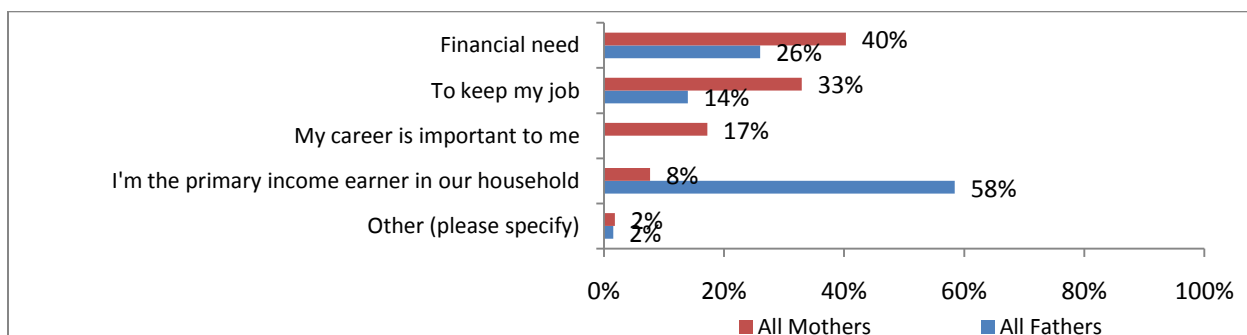


Figure 27 (Went back to normal hours – Q35/Q50): What is the main reason you went back to working normal hours?

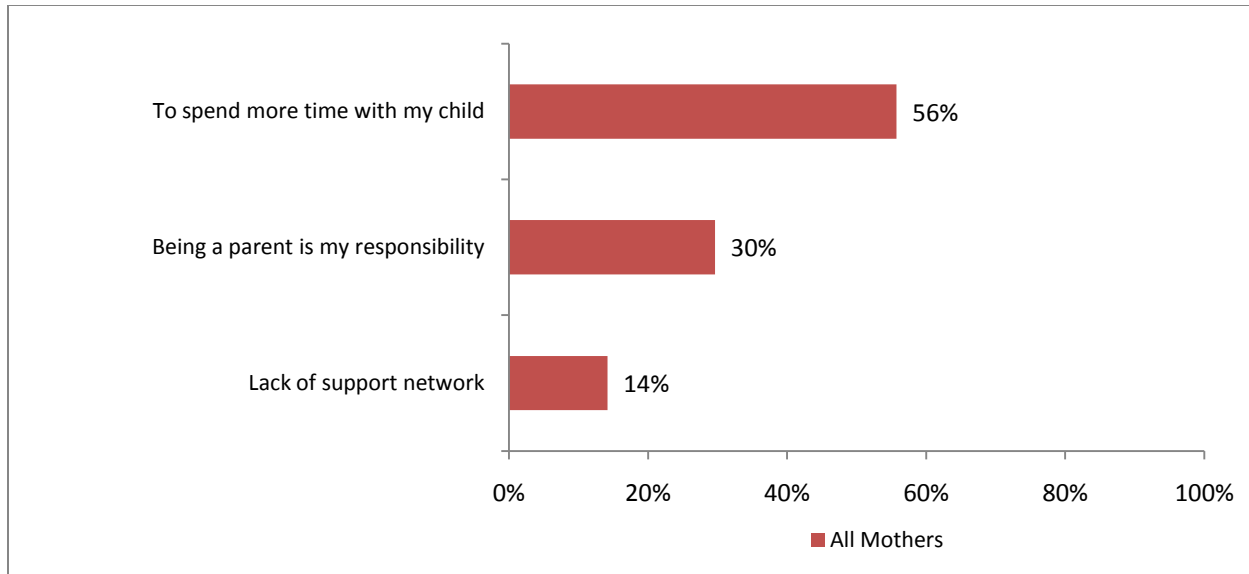


Figure 28 (Changed Work Schedule– Q34/Q50): What is the main reason you changed your work schedule when you went back to work? (Fathers not included given low base size of respondents).

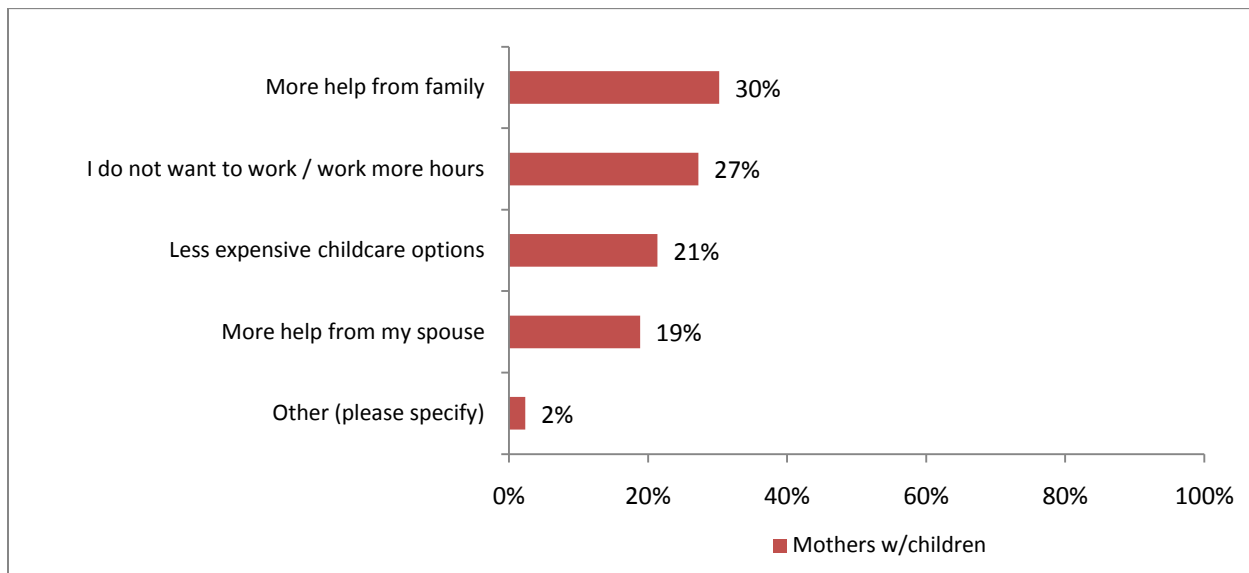


Figure 29 (Mothers with children 0-5 – Q36): What would help you to work/continue working? (Fathers not included given low base size of respondents).



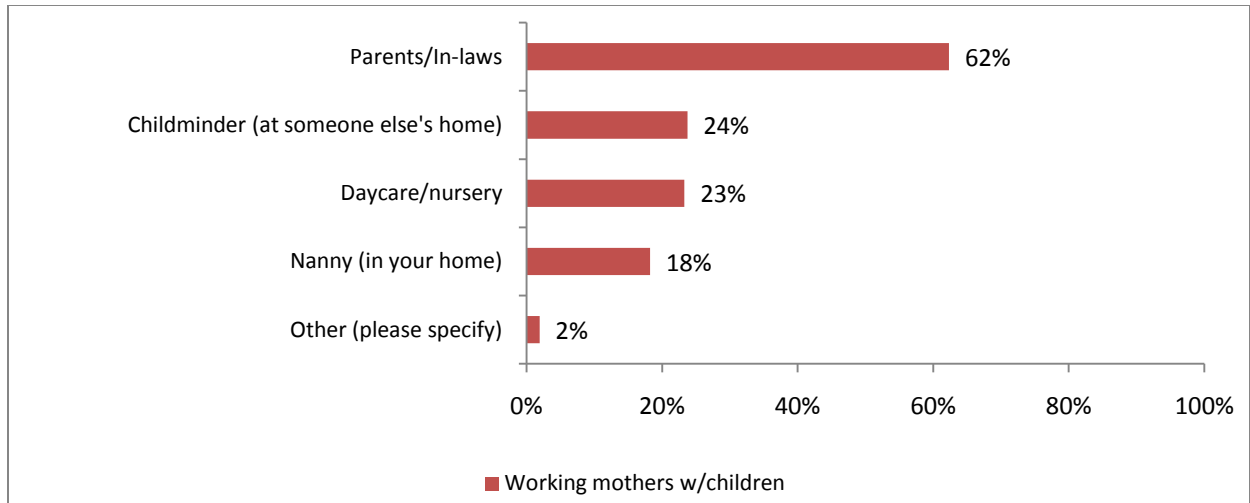


Figure 30 (Working Mothers with children 0-5 – Q32): Who helps you in taking care of your kids when you are at work?

## PART G: Thoughts about the Future

### When Thinking about Their Children’s Future, Parents in the U.S. Worry about the Influence of Drugs, Finances, and Access to Good Education

Thinking about the future, parents in the U.S. are most worried about the influence of drugs on their children. Education and the influence of social media are other topics which concern parents, speaking to the omnipresent and easily accessible media options. Likewise, when thinking about the most important influencers in their children’s lives, a third of mothers believe media/advertising plays an impactful role on the health and well-being of their children, indicating the prevalence of media in Americans’ day-to-day lives.

When thinking about the next few years, American parents’ worries parallel those they have for their children, with nearly a third citing

financial stability and access to good education. When thinking about those who shape their children’s health and well-being, mothers are more likely to cite teachers and schools than fathers (40% vs. 22%).

Regarding whom they believe most plays a role in the health and well-being of the children, parents recognize their responsibility, considering themselves most important. Far fewer parents in the U.S. (compared with other countries surveyed), feel that healthcare providers play a role in the upbringing of their children.

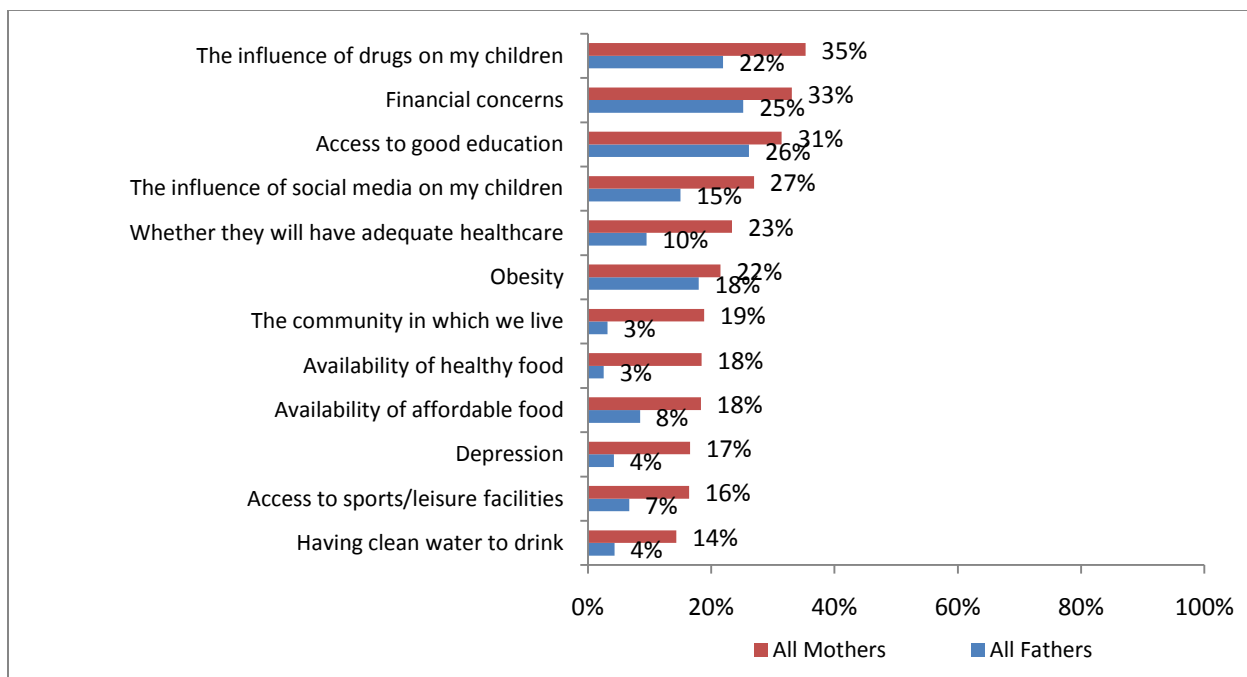


Figure 31 (Q52): As you think about your children as they get older, how worried are you about the following...VERY WORRIED/WORRIED

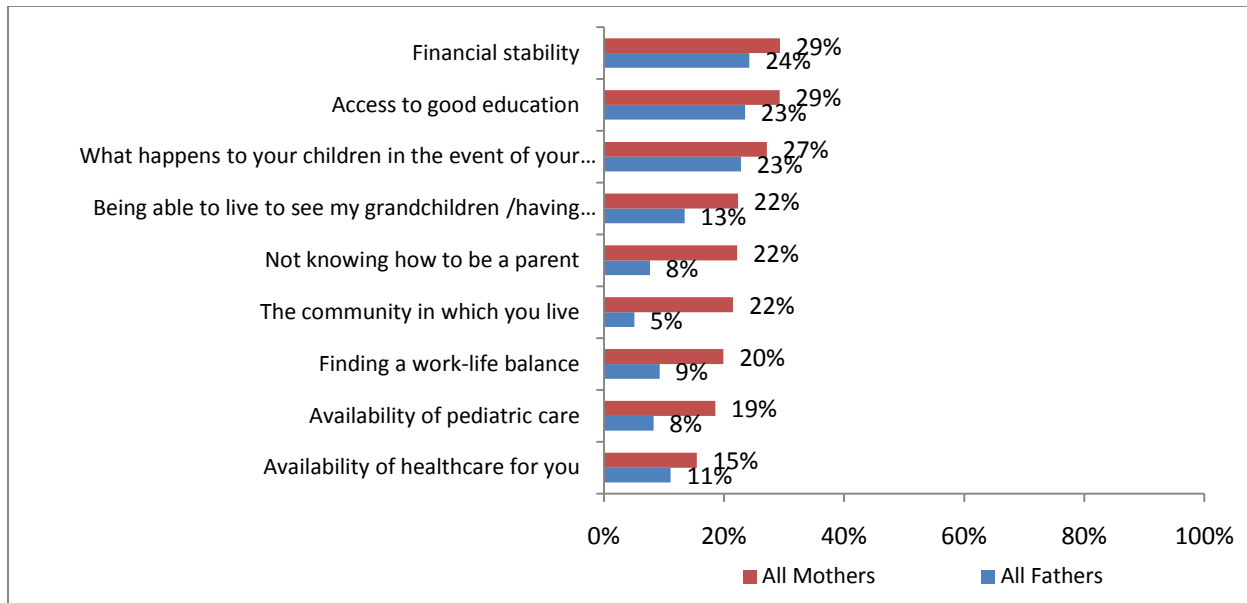


Figure 32 (Q53): As you think about being a parent over the next few years, how worried are you about the following...VERY WORRIED/WORRIED

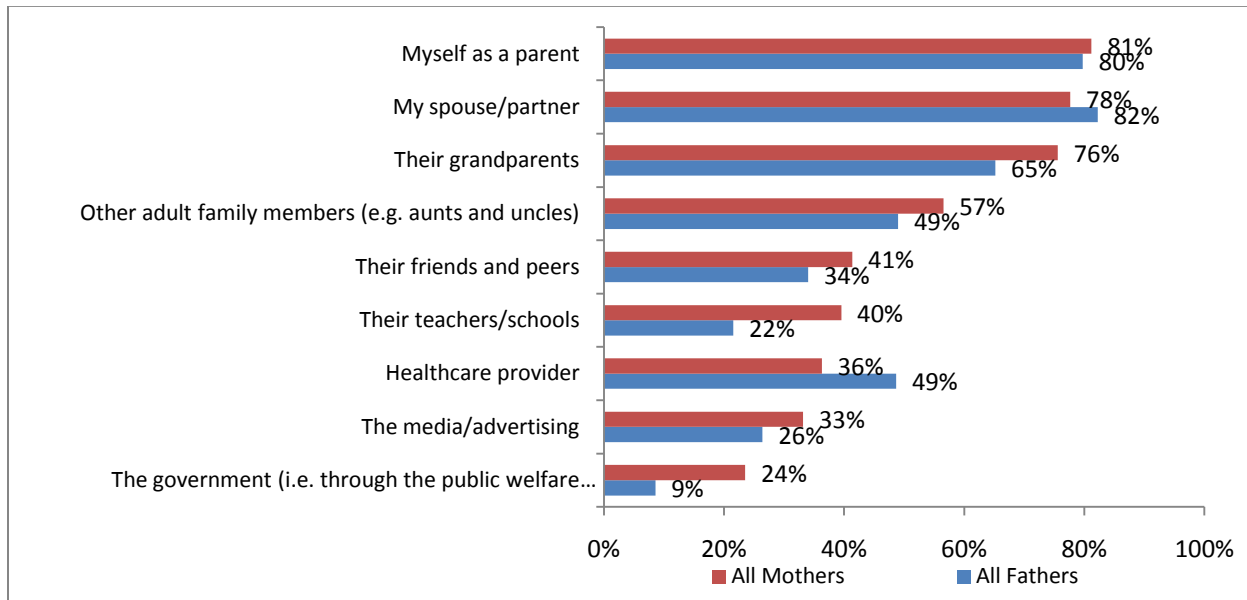


Figure 33 (Q54): As you think about your children as they get older, to what degree do you believe the following play a role in the health and well-being of your children? A MAJOR ROLE/SOME ROLE

## **IV. Conclusion**

To address the challenges facing American parents their children's health and well-being, this report takes a deeper look at their experiences during pregnancy, after the birth of their child, and during their child's early years.

American parents encounter several challenges throughout all stages of parenthood -- from pre-natal care to finding sources of information during pregnancy to adjusting to the early parenting years. While American parents feel generally good about their own health and their children's well-being, stress over the economy and raising a child negatively impact the overall health and well-being of American parents. Findings from this survey highlight a need for more education to help parents adjust to parenthood and feel more confident about providing for their children.

## V. Survey Methodology and Results - UNITED STATES

### *The Overall Approach*

The Philips Mother and Childcare research was conducted in 6 other markets: China, India, Brazil, UK, Egypt, and South Africa. The total sample size globally is 5596. The US research was conducted among 503 parents in the United States. The final sample consisted of 403 women 18-40 years who are pregnant or have one or more children ages zero to five years old (or both) and 103 men 18 years or older meeting the same criteria. The following report places emphasis on responses among mothers in particular.

The margin of error for findings among mothers and fathers is +/- 4.4% at the 95% confidence level.

The study was administered online by Braun Research. Fieldwork was conducted from May 26 – June 10, 2011.

<b>Total</b>	503
<b>Gender</b>	
<b>Men</b>	103
<b>Women</b>	400
<b>Age</b>	
<b>18-24</b>	19%
<b>25-34</b>	72%
<b>35-40</b>	9%
<b>Region</b>	
<b>Northeast</b>	19%
<b>Midwest</b>	22%
<b>South</b>	37%
<b>West</b>	23%

Table 6

### NOTES:

Survey results from the U.S. Mother and Childcare Index have been compared to the 2010 Philips U.S. Index in relevant places. The bases for these studies differed slightly.

Don't know/other/no answer categories are generally not shown in this report and percentages are rounded. As a result, do not always add to 100 percent.