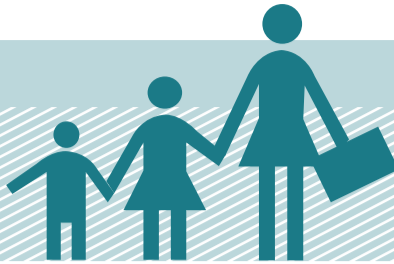


moms @ work

{ IN SEARCH OF SOMETHING IN BETWEEN LEANING IN & OPTING OUT }

Hulafrog.com's survey of 2,127 U.S. moms about what they want at work.*



What Moms Do
NOW

What Moms Want
IDEALLY

45%

Work Full-Time
(“Leaning In” to their career)

9%

25%

Work Part-Time
(Something in between)

65%

30%

Stay-At-Home
(“Opting Out” of the workforce)

26%

stay-at-home moms opting out

57%

of **stay-at-home moms** say they would have continued working if their employer offered the ability to **work from home**.

14%

of full-time working moms have employers who allow them to work from home 2 or more days per week.

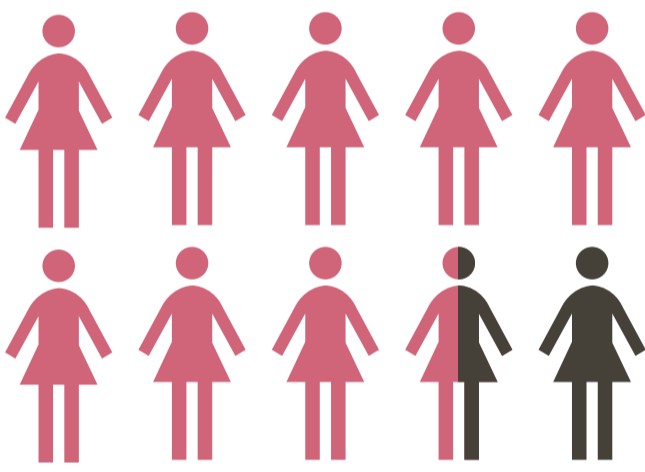
76%

have a college degree or higher.

58%

have between 6 and 15 years of professional experience.

re-entering the workforce



8.5 out of **10**

stay-at-home moms plan to go back to work.

2 out of 3 will look for part-time work.



Top 3 Concerns:

- #1 Hours won't be 'family friendly'
- #2 Work references outdated
- #3 Professional skills not current

what matters most to moms

Flexible Schedule

74%

Salary / Pay

67%

Good Boss / Mentors

48%

Challenging & Rewarding Work

48%

Health Insurance Benefits

47%

59%

of moms would take less pay for a flexible work schedule.

“I have good work/life balance most of the time.”

60% of **full-time** working moms agree
82% of moms working **part-time** agree



* Survey taken July 2013 of 2,127 women with children at home under the age of 18. 97.6% of respondents have at least one child under the age of 12.

Hulafrog is a digital media company for parents with local community guides that are run by moms in suburban markets and small cities across the country. Learn more at <http://hulafrog.com/start>.

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