



10 MYTHS ABOUT WORKING MOMS

for brands, agencies and organizations

CHRISTINE MICHEL CARTER

THINK YOU KNOW WORKING MOMS? THINK AGAIN.

Mothers are receiving mixed messages in the workplace. We're being called a valuable asset, but are also perceived to be less devoted to our careers.

Almost 85% of U.S. employees believe having working mothers in leadership roles benefits a business, according to a Bright Horizons study. The same percentage said motherhood helps women prepare for challenges she'll face as a business leader. When asked about the role parents' influence plays in their career choices and employment journey, people are overwhelmingly more likely to learn soft skills like kindness and empathy from their mothers than their fathers.

But mothers are paid 71 cents for every dollar a man makes, per CNBC. Women are more likely to work their careers around children and make changes like taking leave, finding a more flexible job or working from home, a study last year found. More than 40% of U.S. employees say working moms are less devoted to their work, and 38% judge moms for seeking more flexible schedules. As it affects their hiring and promotion, motherhood costs women \$16,000 per year in lost wages.

VISIT
WEBSITE

10 MYTHS ABOUT WORKING MOMS

01

One And Done

58% of working moms still plan on having more children.

For more insights, read:

[Many Working Moms Still Plan On Having More Children & Other Millennial Mom Insights](#)

02

1st Generation Mompreneurs

60% of millennial moms employed full-time had mothers who worked outside the home while they were growing up.

For more insights, read:

[Moms Under 30 Are Changing Their Work Status & Other Millennial Mom Career Insights](#)



03

New Moms Are Millennial

In just three years nearly half of all new parents will be generation Z.

For more insights, read:

[Move Over Millennials: It's Time To Discuss How To Win With Generation Z Moms](#)

04

Diverse Moms Are Broke

From 2012-2017, single black mothers outpaced the income growth of all single mothers (12% vs. 10%, respectively).

For more insights, read:

[Despite The Odds, Educated Single Black Mothers Are Dominating Corporate America](#)

VISIT
WEBSITE

10 MYTHS ABOUT WORKING MOMS

05

We Hate Being Parents

Fully six-in-ten parents whose oldest (or only) child is a member of generation Alpha say being a parent is rewarding all of the time.

For more insights, read:

[The Complete Guide To Generation Alpha, The Children Of Millennials](#)

06

Working Moms Advocate

65% of women who have been mentored will become mentors themselves, but just 9% of women offer sponsorship to protégés.

For more insights, read:

[3 Thought-Provoking Questions To Ask Your Female Mentor](#)



07

Don't Work When Remote

Flexible jobs not only increase the amount of time moms spend with their child, but they also improve their finances and overall quality of life.

For more insights, read:

[20 High-Growth, Flexible Jobs For Working Millennial Mothers](#)

08

Workplaces Have Improved

In 2018, just under half of employers provided a separate onsite lactation room or mother's room.

For more insights, read:

[10 Coworking Spaces, Resources, and Products For New Moms Returning To The Office](#)

VISIT
WEBSITE

10 MYTHS ABOUT WORKING MOMS

09

Handle Finances Like A Pro

34% of moms consider potentially owing money on their tax return as the largest source of anxiety.

For more insights, read:

[More Than 40% Of Working Moms Feel Overwhelmed During Tax Season](#)

10

Tech Savvy Matriarchs

Eight years old. That's the new age parents think their generation Alpha kids' knowledge of tech outstrips their own.

For more insights, read:

[Mommy And Me Influencing: The Latest Generation Alpha Trend](#)



VISIT
WEBSITE



WANT EVEN MORE INSIGHTS?

LEARN MORE ►

VISIT
WEBSITE

Featured in The New York Times, [Christine Michel Carter](#) is the #1 global voice for working moms. Called “the mom of mom influencers,” “the exec inspiring millennial moms,” and “the voice of millennial moms”, Christine clarifies misconceptions about working mom consumers for brands and serves as an amplifier of their personal truths. From delivering consumer insights and brand marketing content to helping HR and diversity teams attract and retain these hardworking professionals, Christine works with advertising agencies, research firms and companies to ensure they’re at the forefront of the minds of female consumers.

Christine takes both an “art and science” approach to educating her audiences. Her approach includes art because it requires personal experiences, raw honesty, real understanding, and forethought. The science refers to the insights, marketing analytics, big data, case studies, best practices, psychology, and sociology involved. Christine weighs in with supporting data, while also using stories from her own experience as a millennial mom and a consumer marketing strategist for a well-recognized brand in the consumer packaged goods/food service industry.