



The Modern Family Index

Bright Horizons® has spent a decade tracking trends in working families, with the annual Modern Family Index research study highlighting parents' unique challenges and priorities over the course of a consequential period in history.

In 2025, this landmark piece of thought leadership, conducted by the Harris Poll for Bright Horizons, captured emerging concerns among today's working parents: how screen overuse is affecting children before they can even read; what summer with children at home is doing to parent productivity; how the rise of AI is altering the skills parents want their children to have even before they reach kindergarten; and what working without reliable child care is doing to parents' careers.

Together, the data offers both a snapshot of what's on working parents' minds, and a guide to the workplace and education shifts needed to ensure their present-day and future success.

Career Impacts



80%

of working parents say the workforce still hasn't adjusted to reflect the care needs of modern families.

79%

of working parents agree that working parents must choose between sacrifices made at home or at work.

94%

of working parents who rely on child care say having reliable child care is important for their success at work — 70% call it very important.

78%

of these parents report that the reliability of their children's child care has a direct impact on their career success.

76%

of working parents believe it's easier for people without children to succeed at work.

82%

of working moms agree that it's easier for people without children to succeed at work — versus 72% of working dads.

School Readiness



82%

of parents with children under age 18 agree that children entering kindergarten with confidence is just as important as being able to say the alphabet.

79%

feel that developing creative skills (e.g., using their imagination, exploring new ideas, play) will be crucial for children growing up in an AI-driven world.

93%

feel that the rise of AI has made durable skills (i.e., “soft skills” such as creativity, social skills, emotional skills) just as important for children to develop early on as traditional academic skills (e.g., reading, writing, math).

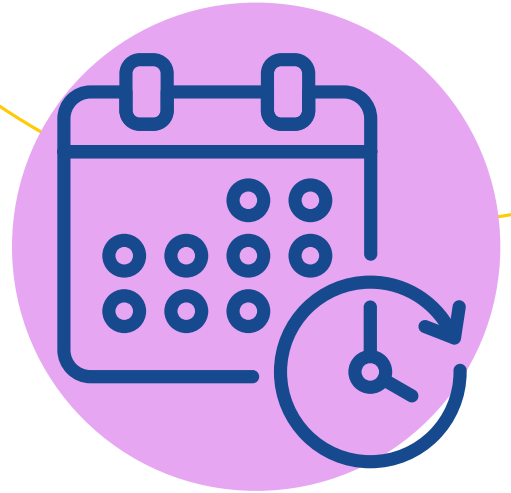
81%

feel preschools should build a foundation for life success beyond just being ready for kindergarten, 44% who strongly agree with this sentiment.

80%

wish they had resources and support to better understand how to prepare their children for kindergarten.

Summer Schedules



87%

of working parents report they experience challenges with their children being home during the summer months, ranging from work interruptions, to worrying about what they are up to while they are working, to being distracted at work thinking about their children's schedules.

76%

of working parents say the level of focus they have at work during the summer is directly tied to the reliability of their children's summer schedules.

68%

of parents say summer feels like a break for everyone but them.

76%

of working parents wish their employer offered more supports to help them with reliable summer schedules for their children.

Digital Detox



60%

of parents say their children started using technology before they could read.

61%

of parents feel their children do not spend enough time doing healthy activities such as playing outside with friends, playing with toys, coloring, or doing homework or reading.

73%

of parents admit their children could use a "detox" from technology.

68%

of parents with children under 6 years of age report their children could use a "detox" from technology

55%

of parents use technology as a bargaining chip to get their children to do things like chores or homework



Contact us to learn more

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