



# The Business Case for Supporting Parents & Carers in the Technology, Software & Fintech sector

## Modern Families Index UK 2025: Tech sector

Bright Horizons has published the UK Modern Families Index (MFI) annually since 2012, exploring the changing needs and expectations of working parents and carers. This year, the overall Report focused on The Key Trends, The Business Case for Supporting Parents & Carers, and Actions for Employers based on that evidence. This report focuses specifically on the findings and implications for the Technology, Software and Fintech sector, referred to generally as 'tech' here.

This sample of 344 tech sector employees were 79% male, 21% female and 57% were aged under 35. Despite their young age profile, 20% declared adult or elder care responsibilities on top of parenting. Tech sector employees have some of the highest expectations of family support from their employers and factor it into their job choices. There's a high level of care breakdowns impacting working time, including child, adult/eldercare and pet care.

[Read the full MFI report](#) →

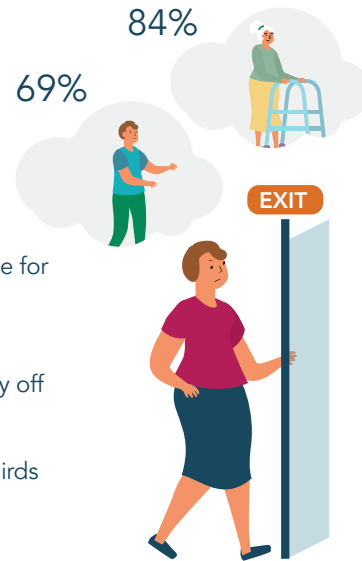
# The Business Case for Supporting Parents & Carers in the Tech Sector

## Productivity:

### Family needs strongly impact productivity.

In the last year, in this tech sector sample,

- Over two-thirds (69%) have taken time off at short notice for childcare needs (64% in overall MFI survey).
- Among those who also report adult/eldercare responsibilities, over 8 in 10 (84%) needed at least a day off for that (79% in overall MFI).
- And for those whose family includes pets, nearly two-thirds (65%) needed a day off at short notice due to pet care clashing with work (48% in overall MFI).



## Focus:

### Worrying about children and young people undermines both wellbeing and performance.

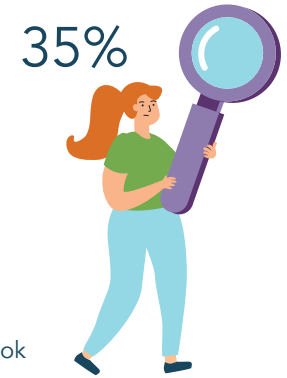
- Parents in tech report high concerns about their children's mental health and education: 8 in 10 (80%) have at least some concerns about their children's mental health and 80% have similar concerns about their children's educational catch-up. In the overall MFI, these are 75% for mental health and 71% for educational catch-up.
- That said, these parents in tech report slightly lower levels of personal stress than some other sectors. 24% reported the highest stress (rated 8 or higher on a scale of 1 to 10) vs 29% in MFI overall.



## Talent Attraction & Retention:

### Care needs drive career choices.

- In this sample of nearly 350, who are 79% male, over 8 in 10 consider care arrangements before accepting a new job or promotion. This is 84% for childcare and 85% for eldercare. (In the overall MFI, these are 76% and 79%.)
- 82% consider their employer's support for family before a new job or promotion (73% overall).
- And over a third (35%) in the sector say they are planning to look for new employment in the next year (same as the overall MFI).

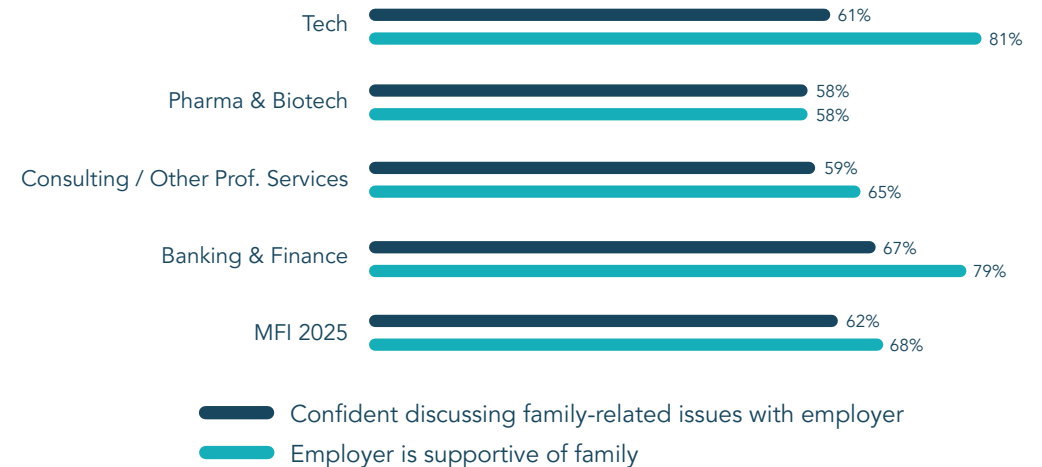


## Engagement:

It is positive to see many more tech sector parents rate their employer as supportive of family (81%) than in the overall MFI population (68%). This is also higher than biotech/pharma (58%), consulting / prof. services (65%) or even banking & finance (79%), where talent is often sought from tech/fintech sectors. Separately, 87% believe they can progress their career while working flexibly (MFI: 68%).

### So, tech sector employers have a high reputation to maintain and need to keep innovating in their benefits and policies to remain an employer of choice.

Notably, tech sector parents are not very confident talking about family at work – perhaps tying with their wish (see later) that a good employer would offer advice on family support.



# Next Steps for Employers

Formulate your business case: Quantify the risks of inaction using the data here, and the potential value of supporting parents and carers at work. In a sector with high expectations of employers, there is a risk of talent loss (35%). When asked what benefits signal a good employer, there are several demands putting family life right at the centre, including expectations of advice on family wellbeing, tutoring for children and coaching on how to manage it all.

Consider these actions to mitigate the people risks in this sector and to engage and retain talent:

1. We have seen here a high priority placed on childcare and adult/eldercare when accepting a job or promotion. There are strong productivity risks through short notice absences, through childcare, adult/eldercare and pet care needs across this largely male and young workforce sample. Employees here would benefit from access to inclusive back-up care solutions for child and adult care to pet care.
2. As well as practical supports such as childcare, employees are looking to their employers for advice on family wellbeing, educational support such as tutoring for children, and coaching. Rising generations are increasingly seeking personal and family support from employers and are making job decisions with this in mind.
3. Enhanced parental/dependant leave, and greater choice in benefits, are also valued. These must be well promoted and used by visible role models to ensure wide take-up.

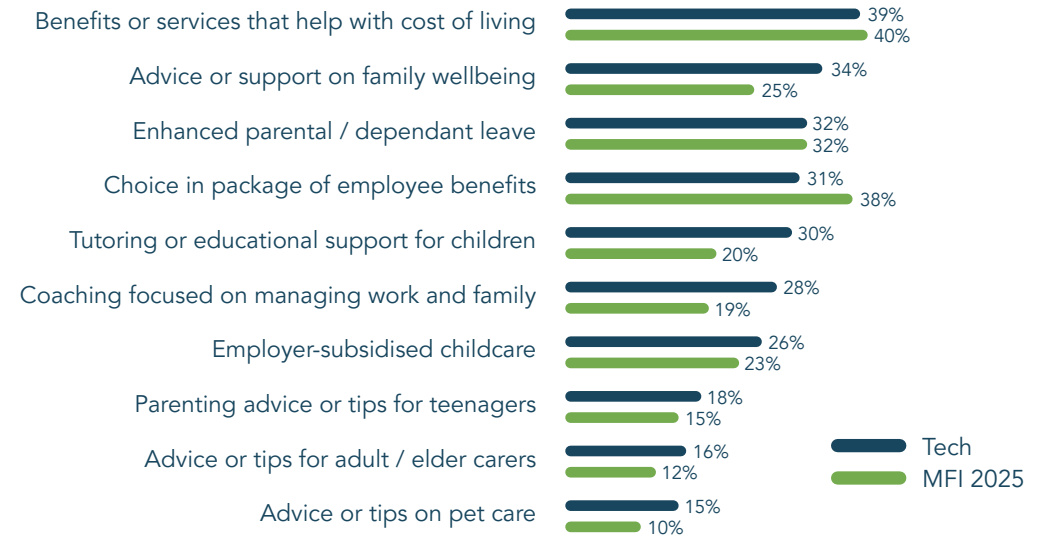
All these family supports contribute to being an employer of choice.

## Ways to support in-office presence

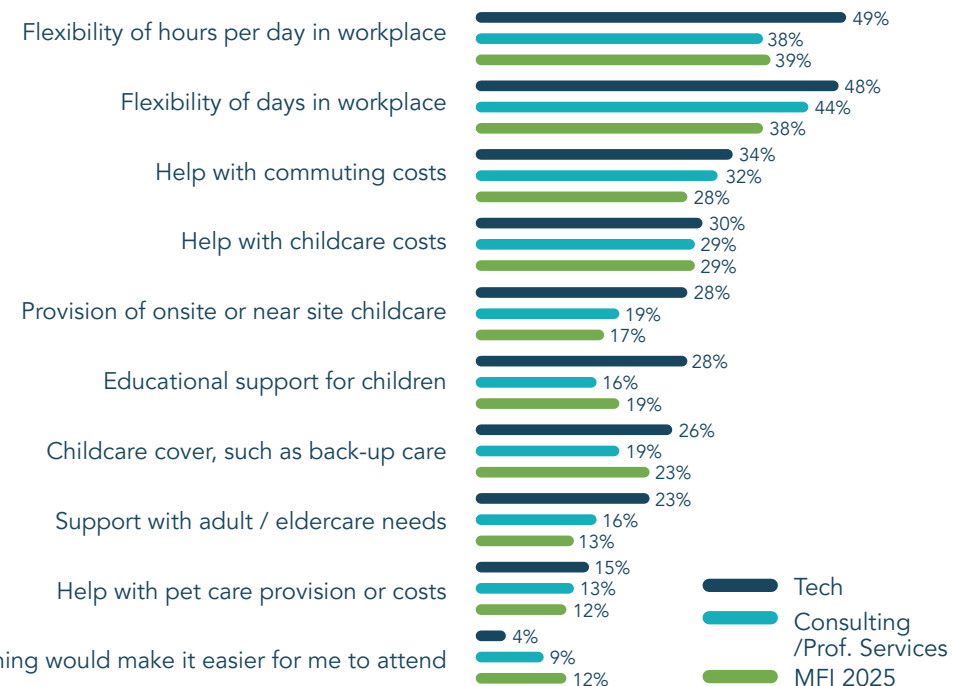
Supporting in-person working: 71% expressed at least some concerns about Return to Office. We asked: "If your employer or role requires you to increase your office/ workplace presence, how could your employer help make it easier for you to attend?"

This sample of tech sector parents and carers place a high priority on flexibility, then help with the costs of commuting and childcare. It is noteworthy that both adult/eldercare and pet care are higher than average needs in this sector. Onsite childcare also gets a much higher than average rating.

# Top Benefits in a good employer



# Ways to support in-office presence



# About Bright Horizons

## What we do

For more than 35 years, Bright Horizons has been supporting the evolving needs of working families and their employers. We create, develop, and deliver solutions that remove barriers to performance, talent and diversity in our clients' businesses and help them succeed in their goals.

We address the wide range of challenges facing parents and carers in the workplace today, enhancing our clients' ability to attract and retain key talent, giving their teams the peace of mind and confidence to do their best work.

## How we do it

Bright Horizons' services include workplace and partnership nurseries, coaching and development provision, digital resources, and manager guidance, plus Back-Up Care for adults, children of all ages - and even pets.

We provide our clients with access to live usage and engagement analytics on their programmes, and also keep them updated with ongoing research findings and benchmarking data.

## Who we are

- We have operations in the UK, US, India, Australia, and the Netherlands. 1,300 clients globally, over 400 in the UK.
- We have been recognised as a UK Best Workplace by the Great Place to Work Institute every year since 2006, and are actively committed to Diversity, Equity, Inclusion and Belonging, and to Mindful Business practices.
- We strive to minimise negative environmental impact guided by our Future Earth green agenda and, through our registered charity the Bright Horizons Foundation for Children, to make a positive difference in the lives of children and families in crisis.

## Our family of services includes:



Reliable, flexible **Back-Up Care** options for children of all ages, adults and elders - **and even pets** - when usual arrangements break down or schedules change. Back-Up Care is a trusted Plan B that protects productivity and supports wellbeing.



One to one **Virtual Tutoring** in 35+ subjects for children (aged 4-22 years) and also school entrance exam preparation. Tailored tutoring helps confidence and achievement, while easing parents' concerns about their child's education and mental health.



**Work+Family Space**, an easily searchable and personalised hub for all matters work and family, and a vital resource for busy workers. Filled with a world of information, tips, webinars and expert advice, there's something for everyone - whatever their life stage or personal situation.



Our innovative **Parental Leave Toolkit** is a digitised coaching solution delivering timely checklists and advice to the individual and their manager at every point in the journey, making a significant difference to return rates.

Beyond the parent transition, we've developed tailored coaching programmes for our clients on many major life events.



**Workplace Nurseries and Nursery Partnerships** provide parents with reassuringly high-quality and convenient care at, or near, their workplace.

The ultimate "sticky benefit" and a real game-changer for retention.

## This is working.

Get in touch to discover how we can help your business and your employees:

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