

Employers and employees agree: Family-friendly practices help businesses retain talent and keep North Carolina businesses strong.



New research commissioned by North Carolina Early Childhood Foundation and Blue Cross and Blue Shield of North Carolina shows that employers and employees alike see great value in deepening family-friendly practices. The research surveyed small, medium and large employers and their employees across a wide range of businesses and organizations that are the backbone of North Carolina's economy. While each offers a different set of family-friendly practices, the vast majority of employers and their employees see economic and social value in extending these practices.

North Carolina employers and employees see themselves on the same team. Employers of all sizes want to support their employees and their families. Employees want to make sure their employers can do well in a competitive economy, stay strong and grow stronger. Both see family-friendly practices as a legitimate way to grow a more prosperous company, which adds stability and opportunity to both the employer and employee.

North Carolina employees believe that family-friendly practices help businesses attract and retain talent—and keep companies strong. 94% of employees say that offering family-friendly practices and benefits give employers a competitive edge in attracting and retaining employees.



North Carolina businesses offer a range of family-friendly practices and want to do more. Core benefits include health insurance, paid time off and contributions to retirement savings. Additional benefits include flexible work time, paid family leave, help in affording child care and nursing facilities for mothers. Almost half of North Carolina employers plan on offering more family-friendly practices in the coming year.

Businesses see family-friendly practices as being just as good for employers as they are for employees. 71% of North Carolina employers believe family-friendly practices have a positive impact within their own organization. Caring about the well-being of employees and offering what they need is the leading reason employers say these practices have a positive impact on employees' families.

A majority of North Carolina employers and employees agree that flexible work hours are an important practice for businesses to extend to employees. 85% of employees and 54% of employers say this extended benefit is important to offer.

Businesses that depend on younger employees with families consider flexible work hours to be important. 62% of business leaders who have 50-499 employees say that flexible hours are important to extend to employees. 57% of employers whose workforce is one-quarter female and 61% of employers whose workforce is one-quarter parents also agree.

Offering more family-friendly practices and communicating how they help strengthen companies is a way to improve employee satisfaction and retention. Most employees agree that family-friendly practices make the workplace more welcoming, but they are also most concerned about retaining core benefits that serve all employees—and need to hear from employers about the overall economic value of deepening family-friendly practices. While more than half of employees are satisfied with their employer's offerings, nearly three in four would be more committed to their employer if they were to offer more.

Let's get started!

Buildthefoundation.org/FamilyForwardNC

Family Forward NC is an initiative of the North Carolina Early Childhood Foundation with founding sponsorship from Blue Cross and Blue Shield of North Carolina.
