

# Mother's Day Facts

Anna Jarvis was the driving force behind Mother's Day as she organized observances in Grafton, West Virginia, and Philadelphia on May 10, 1908. As the annual celebration became popular around the country, Jarvis asked members of Congress to set aside a day to honor mothers. In 1914, she finally succeeded and Congress designated the second Sunday in May as Mother's Day. Today Mother's Day is considered one of the biggest holidays of the year, second to the winter holidays. The Indiana Business Research Center presents statistical facts about this holiday both for the United States and in Indiana.

## Working and Stay-at Home Moms

### 5.1 million

Number of stay-at-home moms in the United States in 2009—down from 5.3 million in 2008. In 2009, 22.6 percent of married-couple family groups with children under 18 had a stay-at-home mother, down from 23.7 percent in 2009.

Compared with other moms, stay-at-home moms in 2007 were more likely to be:

- Younger than 35 years old (44 percent of stay-at-home moms vs. 38 percent of mothers in the labor force)
- Hispanic (27 percent vs. 16 percent)
- Foreign-born (34 percent vs. 19 percent)
- Living with a preschool-age child (57 percent vs. 43 percent)
- Without a high school diploma (19 percent vs. 8 percent)

### 65.3 percent

In married-couple households with children under 18, 65.3 percent of wives were employed or in the Armed Forces in 2008. This compares to 92.3 percent of husbands in the same households. Another 24.6 percent of the women were not in the labor force and may have been stay-at-home moms.

### 75.9 percent

Percentage of Hoosier single mothers with children under 18 who were either employed or in the Armed Forces in 2008. Nearly 15.8 percent of single mothers were not in the labor force and could have been stay-at-home moms.

### 57.1 percent

First-time mothers in the early 2000s who worked at a full-time job (35 hours or more) during their pregnancy. Over time, this percentage has steadily increased from 39.7 percent in the early 1960's.

### 57.7 percent

First-time mothers who worked through their pregnancy in the early 2000s that were working by the third month after they gave birth. In the early 1960s, the corresponding percentage was 16.5 percent.

## 83 percent

Percentage of mothers who went back to work within a year of their child's birth who returned to the same employer in the early 2000's. Seven in 10 of these women returned to jobs at the same pay, skill level and hours worked per week.

## Remembering Mom

### 83.8 percent

Proportion of Midwestern individuals who will celebrate Mother's Day this year. Nine percent declare they will celebrate it more compared to the 14.6 percent who will celebrate it less than last year.

### \$14.6 billion

Expected total spending by Americans for Mother's Day in 2010. This would be an average of \$126.90 per person, a 2.4 percent increase from 2009.

### Top 5 gifts expected to be given in 2010

Rank	All of U.S.	Midwesterners
1	Card (81.5%)	Card (80.9%)
2	Flowers (65.2%)	Flowers (62.0%)
3	Special Outing- meal (51.8%)	Special Outing- meal (50.8%)
4	Gift Certificate (34.1%)	Gift Certificate (31.8%)
5	Clothing (28.4%)	Clothing (25.1%)

Note: These gifts might be stand-alone or given in conjunction with something else.

## 493

Hoosier florist establishments will be very busy for the holiday along with their 2,469 workers preparing, selling and delivering floral arrangements. A popular choice for Mother's Day is carnations.

## Snapshot of Hoosier Women Who've Recently Given Birth

### 92,450

Number of Hoosier women between the ages of 15 and 50 who had a baby in 2008.

### 80 percent

Women who were between 20 and 34 years old and gave birth in 2008. Another 14.5 percent were between 35 and 50 years of age. The mean age in Indiana was 24 years old in 2006 compared to the national average of 25 years old.

### 63.7 percent

Women who were married (includes separated and spouse absent at birth) and gave birth in 2008.

### 57.7 percent

New mothers who had at least some college/associate degree or higher in 2008. Another 24.2 percent of new mothers had a high school degree or equivalent.

## 98.4 percent

Hoosier mothers who gave birth in a hospital, and 0.67 percent (1,185 mothers) had their babies at home in 2006. The number of births outside of the hospital declined 21.2 percent from 2004 data.

## 29.0 percent

Mothers who gave birth via cesarean delivery in 2006, which is lower than the national average of 31.1 percent.

## 32.2

Rate per 1,000 live births that were twins in 2006, the same as the national figure. Indiana had more triplets per 100,000 live births in 2006 than the United States (190.1 versus 163.9).

## Mommy Dearest...

### 82.8 million

Estimated number of mothers in the United States in 2004. A similar estimation in Indiana would equate to nearly 1.7 million mothers in 2004.

### 2.08

Number of births per woman in Indiana in 2006; this is very similar to the 2007 U.S. number of 2.1. Utah led the nation at 2.6 in 2006 while Vermont had the fewest at 1.7 births per woman.

### 0.6 million

Women ages 18 to 44 in the United States whom have ever become a mother through the adoption of a child as of 2002. Adoptive mothers tend to be older as 81 percent are 35 to 44 years of age compared to 52 percent of non-adoptive mothers.

### 42.4 percent

Hoosier babies born to unmarried mothers in 2007; this is higher than the national average of 39.7 percent.

### 26.6 percent

Percentage of single mother households with children younger than 18 years old in Indiana. This is higher than the national average of 25.5 percent.

*Sources: U.S. Census Bureau (American Community Survey, County Business Patterns, American's Families and Living Arrangements, and Maternity Leave and Employment Patterns), National Center for Health Statistics, and National Retail Federation.*