

# Press Releases

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## Press release: The “value” of mom rises by just 1.9 percent to \$68,875

By [Insure.com](https://insure.com) Posted on May 6, 2018

May 7, 2018 (Foster City, CA) – Each year in honor of Mother’s Day, Insure.com uses federal wage data to estimate the financial value of mom’s contribution to the household, and this year, Mom’s salary is \$68,875, an increase of just 1.9 percent over 2017’s salary.

The annual index serves as a gentle reminder – most families can’t afford to pay someone else to do mom’s jobs around the home, and that’s why you need an adequate life insurance policy. Despite the need for a financial safety net, 36 percent of women surveyed by Insure.com say they can’t afford to buy a policy. But among those with coverage, nearly a quarter reported paying \$251-\$500 annually for their policy – that’s less than \$1.50 a day.

Duties such as time spent helping with kids’ homework, bill and finance management, and birthday party planning are just a few of the jobs that factor in to Mom’s wage.

“While a few of the occupations had substantial wage increases, they weren’t enough to make up for the mediocre increase in the jobs where the bulk of mom’s time is spent,” said Penny Gusner, consumer analyst for Insure.com. “In fact, mom’s raise didn’t even keep pace with 2.1 percent inflation rate.”

The jobs that has the lowest gain or lost wage:

- Taxi drivers and chauffeurs -21.9%
- Interior designer -7%
- Personal care aides 2.1%

The jobs with the biggest increases:

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- Meeting/Convention Planner 24.9%
  - Licensed practical and licensed vocational nurses 9.6%
  - Private detectives and investigators 6.5%

(See the [full task chart and associated wages](#).)

The Mother's Day Index is an entertaining way to look at a challenging subject for many families. It's clear that Mom wears many hats in order to keep the household moving smoothly, so Insure.com asks, "What would happen if mom was no longer around?" Would your family be financially prepared to deal with the loss of a loved one? The 'salary' of mom accounts for a number of practical duties that don't stop even for a death in the family.

"It takes far more than just income replacement to help with finances after the passing of a loved one," explains Gusner, "While the income replacement is a significant portion, families often forget to include the costs of outsourcing so many of the jobs that were performed by Mom. If one parent is trying to cope with loss and help their children navigate their grief, are the dishes really going to be washed and do the toilets get scrubbed?"

Insure.com recommends an annual insurance health "checkup" with the [Insurance Advisor tool](#), which helps you identify any vulnerable gaps in your life, auto, home or health insurance coverage and suggests adjustments based on your current family situation and assets.

Read the full [Mother's Day Index 2018](#) feature on Insure.com.

## Methodology

"Mom's value" is based on occupational wages from the Bureau of Labor Statistics and does not include a salary from work outside the home. It is calculated using a list of common household tasks that mothers often perform.

The survey data is based on a survey commissioned by Insure.com that asked more than 850 women about life insurance, including the price they paid annually and if they were without life insurance the reason why. The survey, conducted by Op4G, was fielded in December 2017.

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