

---

# Press Releases

For Media inquiries : [pr@insure.com](mailto:pr@insure.com)

## Insure.com's 2025 Mother's Day Index: Mom's Salary Hits \$145,235

By [Insure.com](https://insure.com) Posted on May 5, 2025

The 15th edition of the wage study finds that a mother's economic value increased by 4%

FOSTER CITY, Calif.--([BUSINESS WIRE](#))--Insure.com, a trusted source for expert insurance insights, has released its 15th annual Mother's Day Index, which finds that the unpaid work mothers typically perform at home would command an annual salary of \$145,235 – a 4% increase from last year.

Read the full report: [Mother's Day Index 2025: Mom's salary up 4% from 2024](#)

"Stay-at-home mothers juggle multiple jobs behind the scenes without compensation," says Nupur Gambhir, a licensed life insurance agent and the managing editor at Insure.com. "The Mother's Day Index is our way of recognizing some of the economic value of caregivers – their extraordinary workload would easily earn them six figures in the job market."

To compile the Mother's Day Index, the Insure.com editorial team uses U.S. Bureau of Labor Statistics (BLS) wage information to assign an hourly rate to jobs primary caregivers typically perform around the home, such as cooking meals, helping with homework and providing emotional support. The team then estimates the number of hours each task requires and calculates an annual salary.

Highlights from the 2025 Index show significant increases in compensation across several caregiving and household-related professions:

- Mental health counselors: 11%
- Community service specialists: 8%
- Laundry workers: 7%
- Bakers: 6%

---

Gambhir is available for interviews about the Mother's Day Index or to answer consumer questions about life insurance.

#### About Insure.com

Insure.com is owned and operated by QuinStreet, Inc. (Nasdaq: [QNST](#)), a pioneer in delivering online marketplace solutions to match searchers with brands in digital media. QuinStreet is committed to providing consumers and businesses with the information and tools to research, find and select the products and brands that meet their needs. Insure.com is a member of the company's expert research and publishing division.

For 35 years, Insure.com has served as a comprehensive consumer resource for insurance information, offering expert advice, articles, news, and tools about car, home, health, and life insurance. Consumers have access to free insurance quotes and guidance on finding the right insurance policy, saving money and solving claims problems.

Twitter: [@InsureCom](#)

Facebook: <https://www.facebook.com/Insure>

LinkedIn: <https://www.linkedin.com/insure-com/>

## Contacts

Media contact:

Charlene Arsenault

Public Relations Consultant

[carsenault@quinstreet.com](mailto:carsenault@quinstreet.com)