

**Term Project:**

**Single Mothers Initiative**

**Milestone 5**

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Single mothers in Mississippi are disproportionately affected by economic challenges. This analysis examines 31 attributes related to women's economic health, including unemployment rates, labor force participation, poverty levels, and childcare costs. Through this lens, the financial struggles of single mothers, especially among those with young children, are uncovered. The offered solution is an initiative to provide single mothers with a \$10,000 yearly stimulus. This goal is further supported by curated visualizations, targeted toward voting-age adults in the state. The aim is to foster greater understanding and support for the initiative by illustrating the financial realities facing these women.

### **Summary of Analysis**

Thirty-one attributes were selected from the database for use in the project. These were related to women's economic health such as unemployment rates, labor force participation and number of single mothers. Poverty levels, median income and childcare costs were also included. The worst performing states were determined with Mississippi being selected as one of the poorest performers.

### ***Findings***

Women in Mississippi have a slightly higher unemployment rate than men and unemployment rates have decreased in the state after peaking in 2013. The labor force participation for women was around 65% in the year 2018 with women who have children both under 6 and between the ages of 6-17 having the least percentage of labor force participation. Women make an average of approximately \$5000 less than men at \$22,000 per year and the median household income (adjusted to 2018 standards) is approximately \$38,000. The number of single mothers appears small in comparison to overall population with the largest number consistently being women with children both under 6 and between 6 and 17 years old.

### ***Assumptions***

The assumption is made that median income is reflective of single mothers' total household income and they experience poverty rates equal to the general population. The average has been taken of all variables across all counties with the assumption that the average represents the entire state. It is also assumed that the mediums chosen will be effective in reaching the intended age groups.

### ***Items that still need clarification***

Currently there are no items that need clarification. Going forward, improvements will consist of ensuring design choices are consistent across all three mediums.

### **Direction of Story/Plan of Attack/Message**

The goal of the project is to persuade voters to pass an initiative to provide single mothers with \$10,000 yearly income. The intended message being that they are likely to live below the poverty line and this will affect future generations.

### **Target Audience**

The target audience is voting-age adults in Mississippi. They are the public, and it is assumed that they have witnessed poverty, but do not know the statistics behind it. The message conveyed is high-level with the ultimate message being to vote YES for the Single Mothers' Initiative. All three mediums play on emotion by garnering sympathy for the single mothers and encouraging each audience to vote.

### **Mediums Included**

Three different medium types were included with distinct target audiences.

#### *Billboard*

This is very high level with large numbers and few words. It targets drivers and those specifically in the age groups between 30 and 65 who might be more likely to pay attention to a billboard.

#### *Flyers with infographics*

This is slightly more in depth than the billboard and will target those 65+ who may not be able to drive and would not see the billboards.

#### *Video*

The third medium is a short video targeted at those 18 – 30. It is in the style of a YouTube video and goes more in depth than the billboard. Tone of voice is utilized to highlight importance of the situation and encourage action.

### **Design Decisions**

The color scheme was retained for all three visuals to create continuity throughout the campaign. Pink was selected as the subject of the initiative is women. Key numbers and words were bolded, made larger and in a brighter color of pink on all three mediums. In some cases (as with the poverty pie chart), visualizations were re-used on several mediums due to their impact on the overall messaging.

### **Ethical Considerations**

The data was averaged across the entire state so is not representative of individual counties. The percentage of single mothers represented as living in poverty is derived from the overall average poverty level in the state. It was also assumed that single mothers' incomes were represented by individual income numbers and not those counted as household incomes. There are no legal or regulatory guidelines associated with the data, however, it could/should be fact checked because it is being used to justify a political initiative. Failing to do so could result in misleading the public and rejection of the initiative. The data is available to the public and includes metadata along with information about how it was gathered. To mitigate ethical implications, the source data can be shared with the public for fact-checking.

### **Lessons Learned**

Next time I would not include the cost of childcare as it wasn't as impactful as I had originally anticipated. I would explore the data more thoroughly before determining which metrics to use and what my goal would be.

I enjoyed creating the visualizations I used to explore the data and the insights I gained from it. I enjoy the data cleaning steps more than I enjoy the data visualization itself.

### **Conclusion**

The data reveals a clear need for increased financial support for single mothers in Mississippi. With limited income, single mothers face financial hurdles, impacting not only their own lives but also those of their children. The proposed initiative for a \$10,000 annual income aims to alleviate these burdens. Through a carefully designed campaign, this message reaches diverse segments of the population with a consistent call to action: vote yes to support single mothers. By investing in this initiative, Mississippi has an opportunity to create lasting change, giving single mothers the chance to rise above poverty and thrive.

# Mississippi

**256, 219** single mothers

**61,874** living in poverty

**\$3152** yearly childcare costs per child

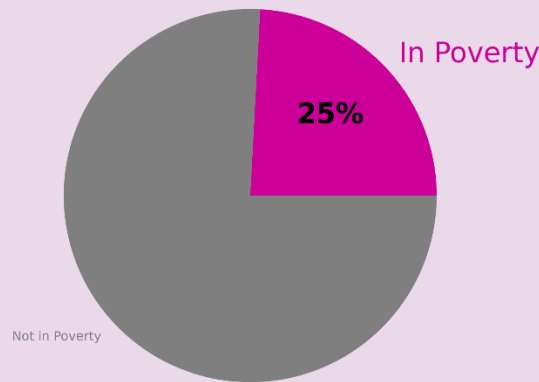
Give **HOPE**  
**\$10,000** per year

Vote **YES** to single mothers

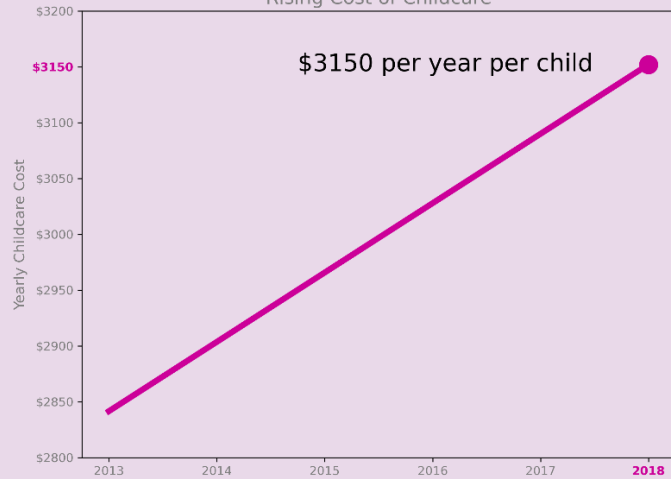
Vote **YES** to Single Mothers' Initiative

**256, 219** single mothers

Single Mothers in Poverty



Rising Cost of Childcare

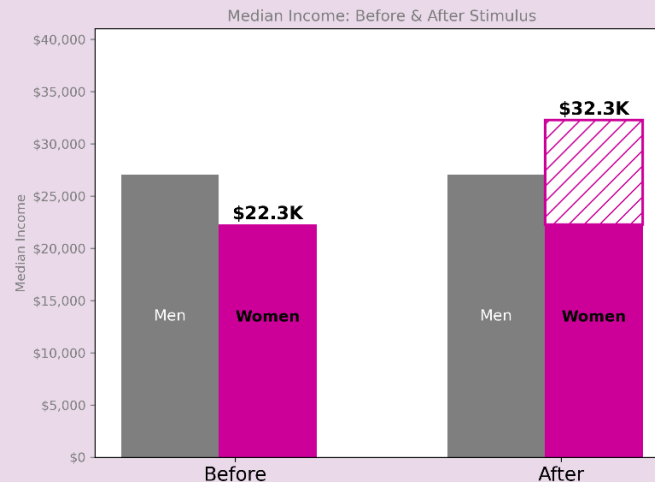


**\$10,000** state funded stimulus

to each single mother

=

**\$2.56** billion from state budget each year



# Poverty Levels

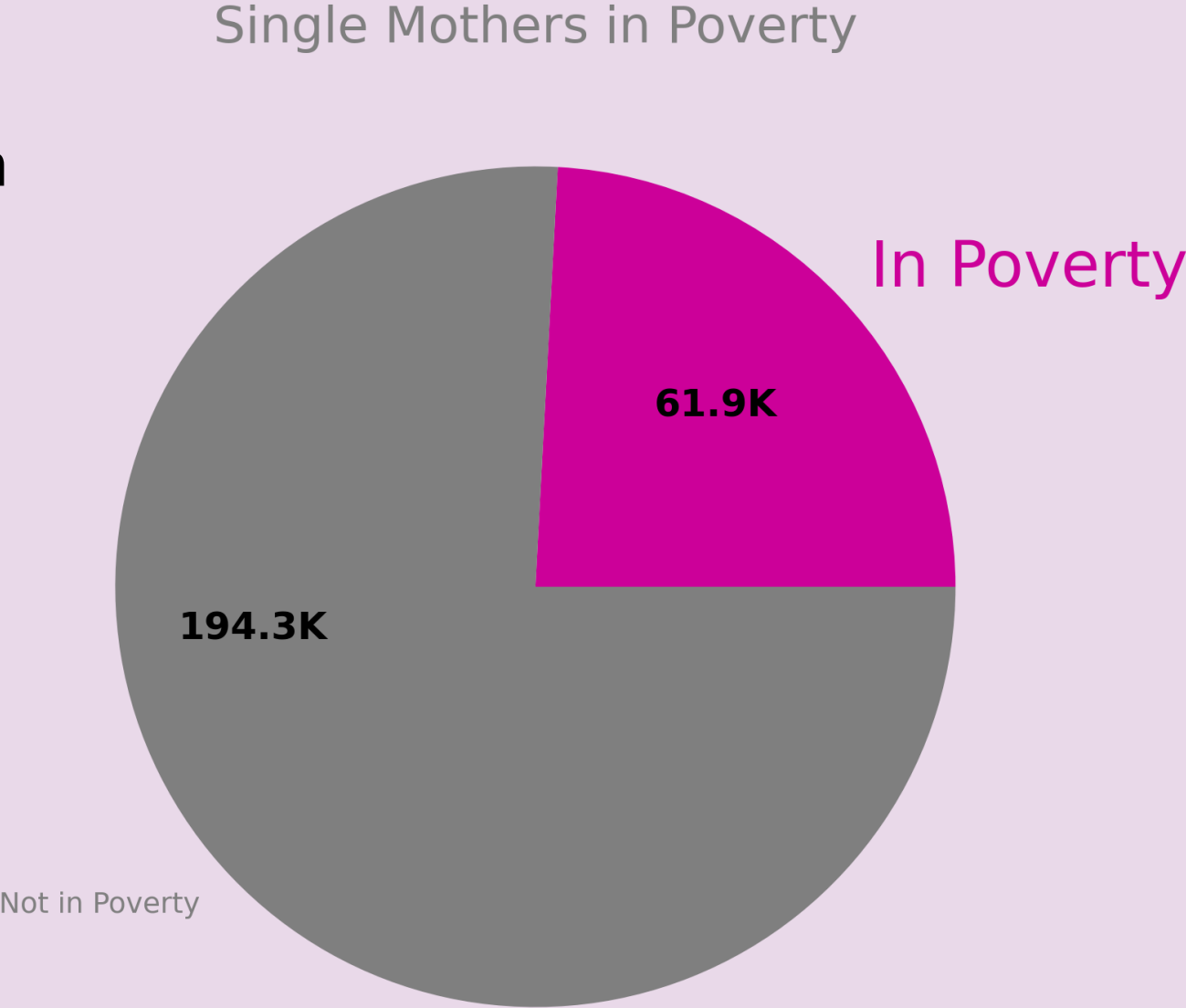
1.	Mississippi	25%
2.	Kentucky	21%
3.	Louisiana	21%

# Percentage of Single Mothers

1.	Mississippi	8.57 %
2.	Louisiana	8.18 %
3.	Washington DC	7.53 %

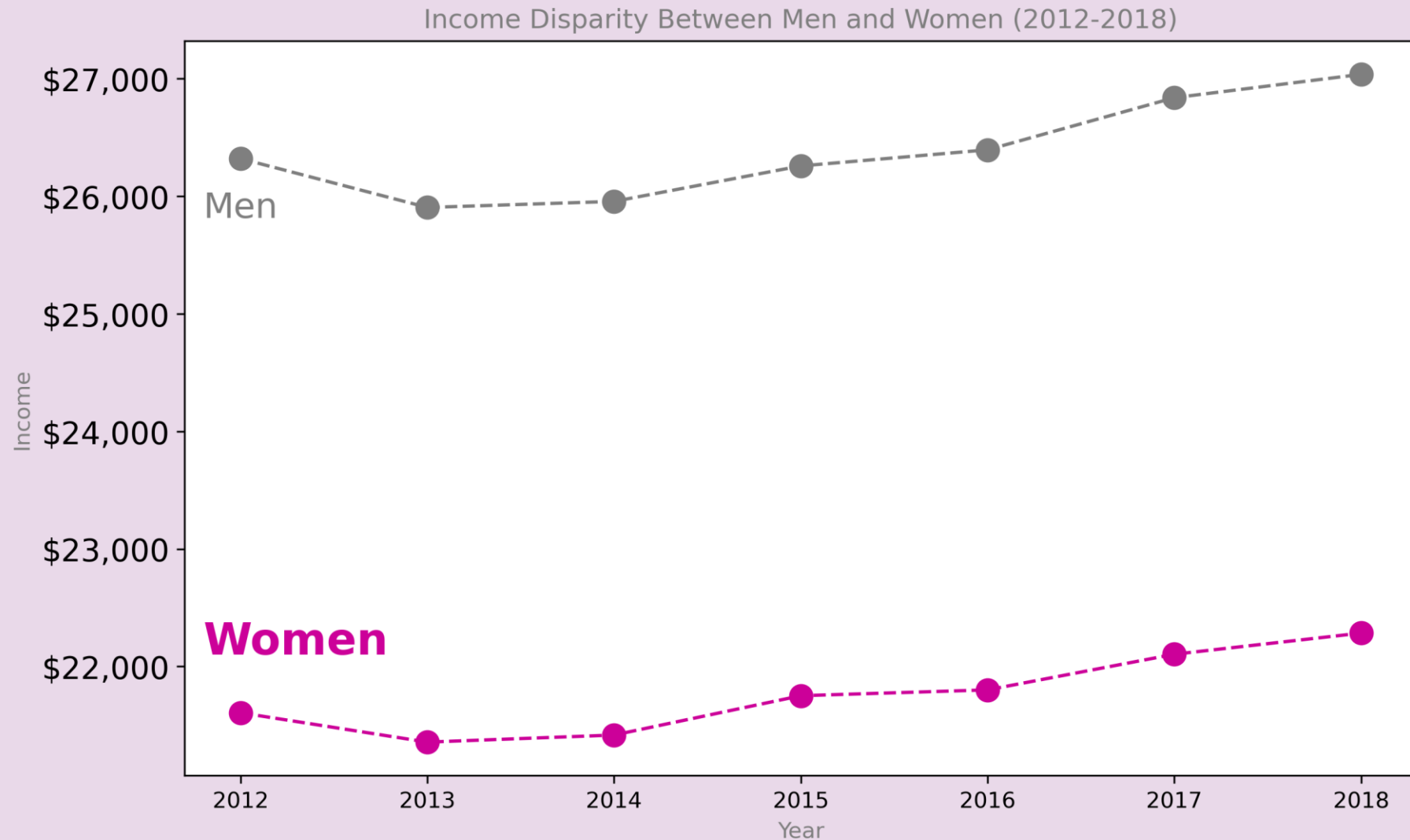


Count of single  
mothers living in  
poverty

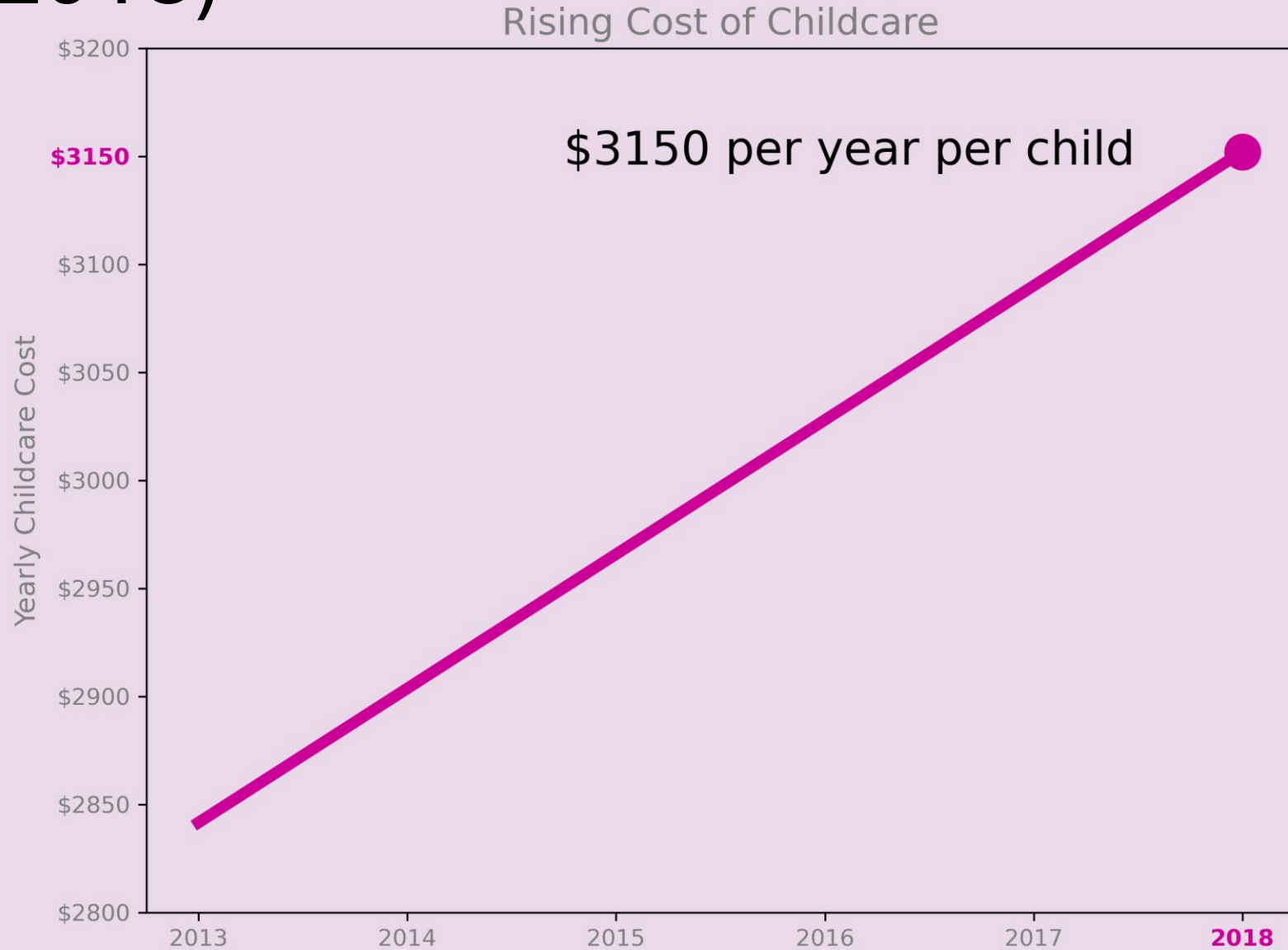




# Median Income: Men vs. Women (2012-2018)



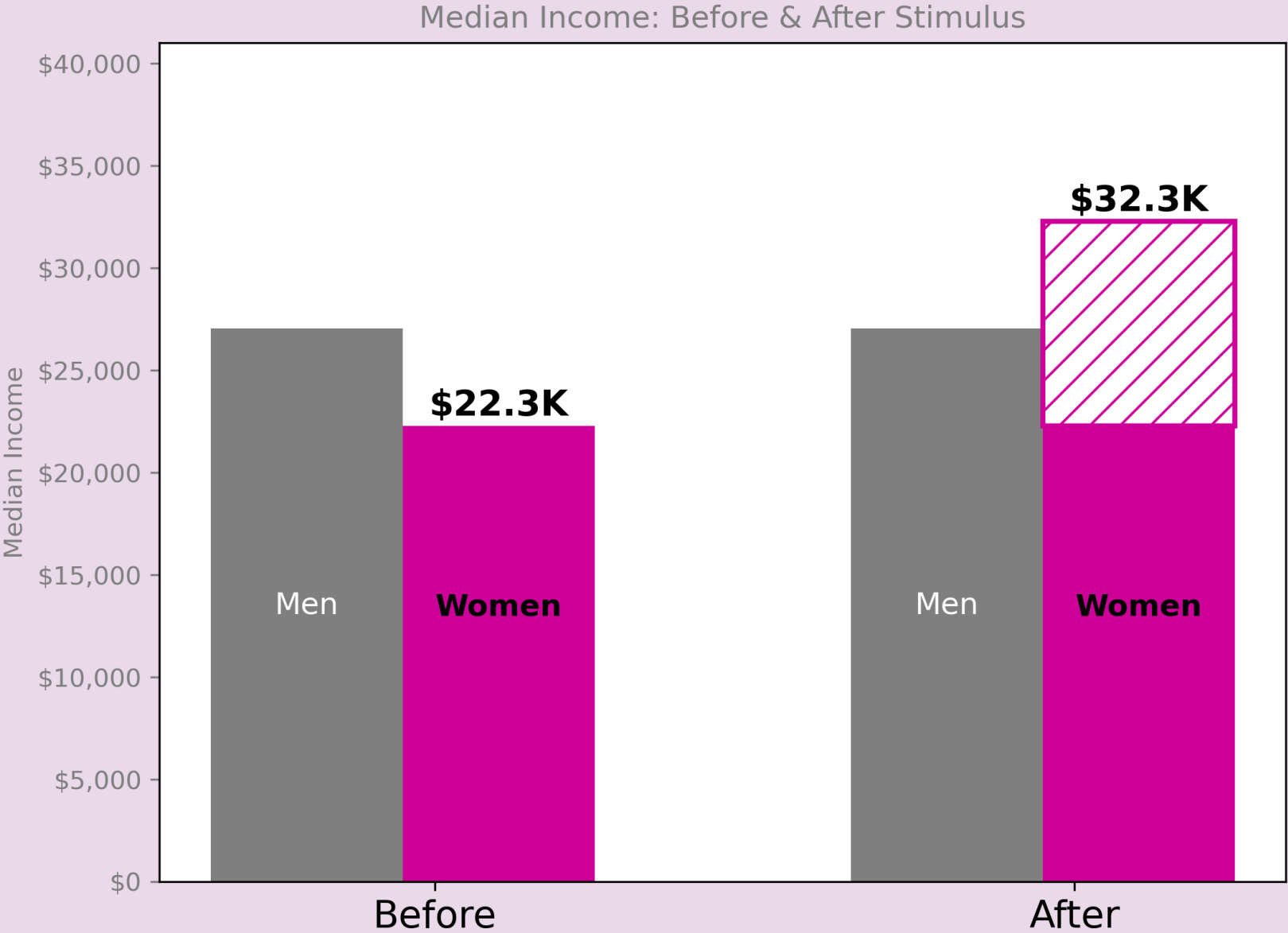
# Rising Cost of Childcare (2013-2018)



What would \$10,000 a year do?



# Income After Stimulus



Vote YES to Single Mothers' Initiative

