

Mother's Day 2014

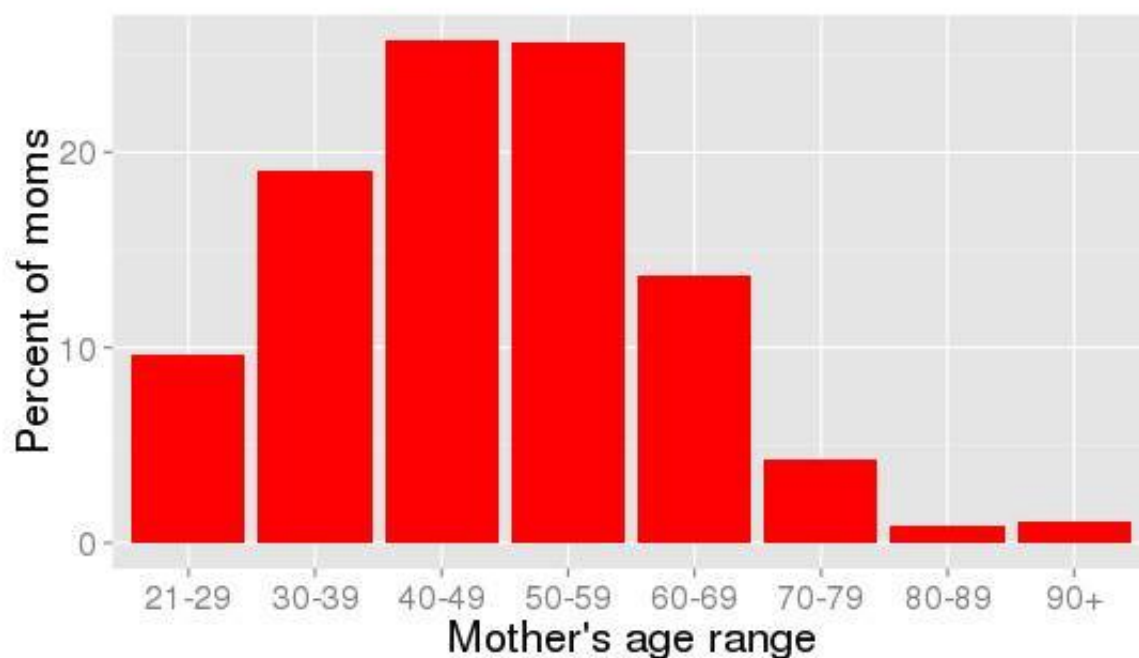
By [Carlos Greg Diuk](#) on Thursday, May 8, 2014 at 11:36am

by [Carlos Diuk](#), Facebook Data Science

This research has been conducted on anonymized, aggregated data, focused on US female users who declared to have children.

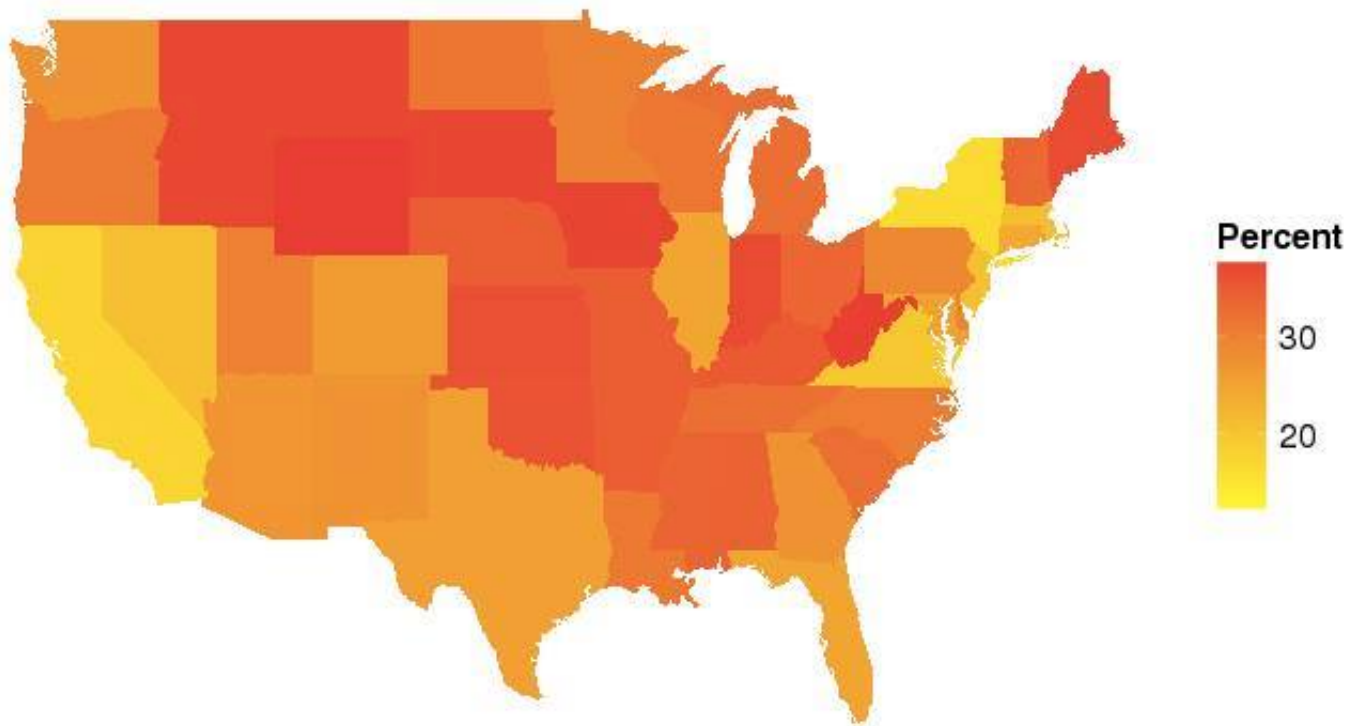
Mother's Day will be celebrated on May 11th, 2014 in more than 70 countries. Ahead of this special day, we want to share with you some of what we learned about people on Facebook who are moms, and their relationship to their kids.

First, some basic numbers: there are more than 27 million people on Facebook in the United States who identify as moms, either because they are connected to their kids through Facebook, or because they posted a life event on their timelines telling friends they had a baby. The following graph breaks down the percentage of Facebook moms by age bracket:



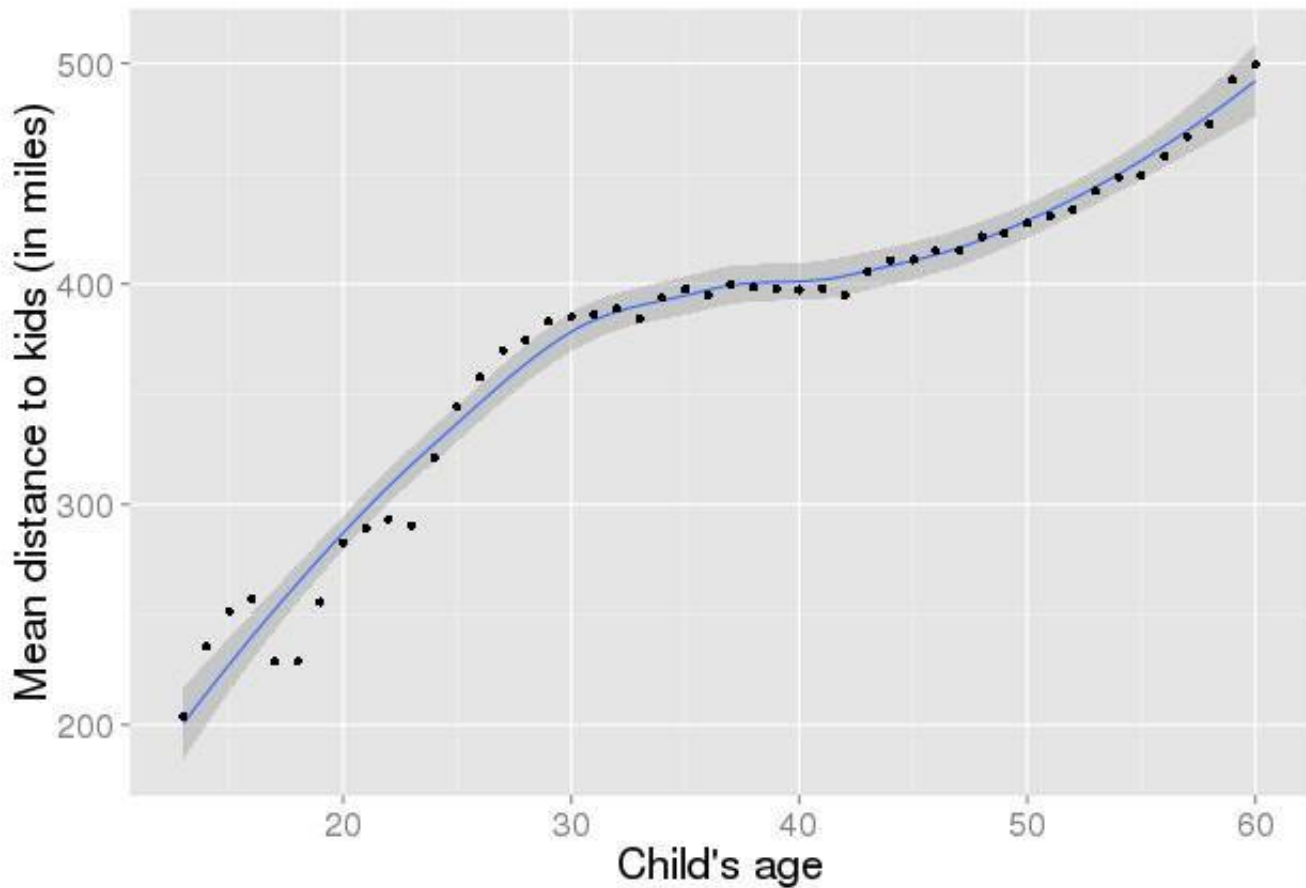
Consider that for most moms on Facebook, we know that they are mothers because they are linked to their kids who are also on Facebook, and therefore those kids are over 13 years old. This explains why we see more moms in their 30s, 40s or even 50s than in their 20s. The average age of a mom on Facebook is 47 years old. On the other hand, if we only consider moms who declared having had a baby since last Mother's Day, the average age is 30 years old.

We then looked at the average percentage of people who are moms across the U.S., and for each state looked at whether the percentage was either higher or lower than the national average, as shown in the following map:



The five states with the largest percentage of moms are, in decreasing order, Wyoming, West Virginia, Iowa, South Dakota and Idaho. The five states with the fewest moms are New York, California, Virginia, Hawaii and New Jersey.

As kids age, they start leaving the nest and starting their own lives, sometimes far away from their moms. We looked at this trend by measuring the distance between a child's and their mom's declared current town on Facebook. The following plot shows how this distance increases with the age of the child:



We observe how the distance increases between the children and their moms in their 20s and 30s, as kids go to college, move to new jobs, etc. This trend stabilizes after age 30. One could speculate this is because children start establishing homes and jobs, and may not move further. A new upward move is observed when the children are in their 40s. Maybe this time it is mom who is moving as she reaches retirement age?

Finally, we looked back to Mother's Day 2013, at the links that kids shared with their moms on that day on Facebook. These are the top 10 links shared by children to their mom's Timelines on Mother's Day last year:

- 1) [An Open Letter To Moms from Kid President](#)
- 2) [Someecard for Mom, "I love how we don't even need to say that I'm your favorite child"](#)
- 3) [Boyz 2 Men, "A Song for Mama"](#)
- 4) [Family Guy episode, "Lois Mom Mum Mommy"](#)
- 5) [Clay Weiner, "Mother's Day"](#)
- 6) [35 Signs You Were Raised By A Jewish Mother](#)
- 7) [2PAC, "Dear Mama"](#)
- 8) [The Lonely Island, "Motherlover \(feat. Justin Timberlake\)"](#)
- 9) [Mr. T Treat Your Mother Right](#)
- 10) [Barats and Bereta, "Mother's Day"](#)

To find out what kids share with their moms in 2014, we will have to wait until next week! We will be updating this post with 2014 data on Monday, May 12.