

New Report Reveals Burnout and Resiliency Among Idaho Moms

Research from Spark! Strategic Solutions and Gallup finds nearly half of Idaho's mothers do not feel comfortable asking for help or support.

WASHINGTON, D.C. — May 9, 2024 — Gallup and Spark! Strategic Solutions released a new report today, [*Built With Care: Unifying Communities Through Motherhood*](#), which surveyed more than 4,000 Idaho residents on the roles, experiences and needs of mothers in their communities. The research shows that while the vast majority of Idahoans view mothers as essential to families and communities, many mothers (38%) say they feel tired or burned out, and nearly half do not feel comfortable asking for more help or support.

Idahoans recognize the critical importance of mothers, with almost all agreeing that mothers are “very” or “somewhat” important in families for creating a positive family environment (99%), teaching children values and morals (98%) and overseeing children’s health and wellbeing (98%). Outside of their familial roles, many agree that mothers are also essential in communities and workplaces. Seventy-six percent agree that mothers are very important to contributing to schools, and 73% say the same about their contributions to the local economy.

These various responsibilities that fall on mothers can take a toll. More than a third of mothers describe themselves as feeling tired or burned out (38%), and over half (54%) report feeling stress a lot of the day. For working mothers, these impacts are felt at an even higher rate, with 57% of working moms reporting feeling tired or burned out and 51% saying they wish they had more help.

“Mom burnout isn’t a surprise,” said Shannon McGuire, Chief Empowerment Officer of Spark! Strategic Solutions. “If we consider the last four years of rapid change and how much fell onto mothers’ plates, we can see it clearly. Now it’s about deepening our understanding of what moms need to feel more supported.”

The research suggests that despite the hardship mothers face, most still find purpose in this role, with nearly three-quarters of mothers in Idaho (74%) supporting the notion that “being a mother is the most important part of who I am as a person.” Additionally, despite suffering from burnout and stress, mothers report feeling far more positive emotions than negative ones. Even among those mothers who report feeling stressed, 62% say they felt joy, 68% felt hopefulness, and 85% felt gratitude a lot of the previous day.

In the face of the various pressures, responsibilities and emotions that mothers endure, the study shows that supportive, cohesive communities and social support are valuable. Mothers who live in cohesive communities report substantially higher levels of life satisfaction than those in less cohesive communities (61% thriving vs. 35%, respectively) and are more likely to report experiencing positive emotions. Additionally, mothers who agree they have a network to rely on and feel a sense of belonging are over twice as likely to feel comfortable asking for support from others.

“The range of emotions that we see mothers navigate on a daily basis underscores the profound complexity inherent to motherhood. It’s a job that is both challenging and rewarding,” said Eilyn Maese, a Senior Research Consultant at Gallup. “Unfortunately, despite all they do, a lot of mothers lack support from their families, communities and employers. We all benefit from mothers’ contributions in these spaces, and when we make a concerted effort to invest in and champion their wellness, we can foster thriving communities for everyone.”

About Spark! Strategic Solutions

[Spark! Strategic Solutions](#) is an Idaho-based consultancy that helps leaders in business, government and philanthropy build plans and partnerships to improve the wellbeing of their communities.

About Gallup

Gallup delivers analytics and advice to help leaders and organizations solve their most pressing problems. Combining more than 80 years of experience with its global reach, Gallup knows more about the attitudes and behaviors of employees, customers, students and citizens than any other organization in the world.