



The Guide to...Motherhood (July 2009)

- *61% of women say what they want most in life is to have or raise children. 37% of women have children under 15 and a quarter have grandchildren.*
- *140,000 women (6%) gave birth in the last 12 months and 90,000 (4%) expect to give birth in the coming year.*
- *The average age of women who gave birth to their first child last year was 30.*
- *130,000 mums (8%) have children aged under 1 year, 300,000 (18%) have children under 3, and half a million (30%) have children under 6.*
- *Hotel mums are 95% more likely than the average to belong to a golf club. Secondary school mums are 130% more likely to belong to a GAA club.*
- *316,000 (62%) of mums with children aged 0-5 years bought educational toys in the last 12 months. 283,000 (54%) with children aged 6-11 bought board games and puzzles in the last 12 months.*
- *45% of mums with children aged 0-5 always buy the brands their children prefer, rising to more than half of mums with children aged 6-11.*
- *Mums with children aged 0-5 are 30% more likely than the average adult to suffer with a bad back. Those with children aged 6-11 are 70% more likely to suffer from stress or anxiety.*
- *Mums with children aged 0-5 are 20% more likely than the average woman to avoid foods with high GI. 29% are heavy users of takeaway food (once a week or more often).*
- *Primary school mums are 20% more likely than the average to be heavy cinema-goers (once a month or more often). A fifth say their favourite film type is romantic comedy.*

Source: All Ireland TGI 2008. Base: Women 15+