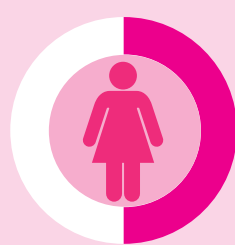




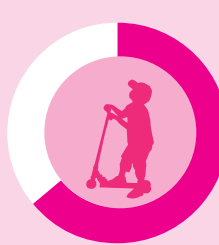
Mum's the word

What better time than Mother's Day to establish a Mum's true worth in the home. According to our research, Irish Dads think Mums do only 51 hours of chores a week. It's actually closer to 93 hours a week!

Tell Mum how much you care



Half of Mums feel the work they do for their family is appreciated by their husband/partner



1 in 2 feel the work they do for their family is appreciated by their children

Mum's worth in numbers

We asked Mums how many hours they spend on household duties and to estimate how much it would cost to replace them.



93 hours

Weekly on childcare & chores



€720

Value of Mums work at home



€37,500

Yearly value of Mums work at home

Mum's work around the house

Childcare
36 hours

Groceries
4.5 hours

Washing up/dishwasher
4.5 hours

Cooking
10.5 hours

Ironing/washing clothes
7.5 hours

93 hours a week

Cleaning/hovering
10.5 hours

Gardening
2 hours

Helping with homework
2.5 hours

School runs/driving kids to activities/school meetings
7.5 hours

Other household tasks
7.5 hours

Weekly free time for Mum



13 hours
Time for Mum



Mum's Timeout

10 hours
Quality time spent with partner



Life Insurance to replace Mum's value at home

To replace Mum's estimated worth in the home alone, it would cost €37,500 a year. And as Mums are a very important part of running a home, Life Insurance is essential to address this.

€330,000 Term Life Insurance

Costing €25.48 a month for a 35 year old non-smoker for 10 years cover, which may increase depending on health. Remember – you must keep up your payments to stay on cover.



See how much cover you need and how little it could cost you at www.irishlife.ie



This Mother's Day take a second to consider just how important your Mum is to you. And Mums, take a second to consider just how important you are to your family.

Research carried out amongst mothers with children under the age of 18. Samples derived from an online survey of 1,000 adults conducted by Coyne Research (May 2013) on behalf of Irish Life. Time values are based on Mothers hourly estimations. Life insurance cost includes the cost of the Government Levy of 1%. Acceptance terms and conditions apply.

Irish Life Assurance plc is regulated by the Central Bank of Ireland.

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Irish Life