

UNHAPPY FATHERS' DAY

£26k

VALUE OF HOW MUCH DADS
FEEL THEY DO AT HOME

£15k

WHAT THEIR WIVES
THINK THEY REALLY DO

22 Hrs

FREE TIME PER WEEK
FATHERS THINK THEY GET

£38k

VALUE OF HOW MUCH MUMS
FEEL THEY DO AT HOME

£28k

WHAT THEIR HUSBANDS
THINK THEY REALLY DO

13 Hrs

FREE TIME PER WEEK
MUMS THINK THEY GET

OH, JEFF...
I LOVE YOU TOO,
BUT COULDN'T YOU
DO MORE AROUND
THE HOUSE?

55 Hrs

TIME DADS THINK THEY SPEND
WORKING AT HOME PER WEEK

29 Hrs

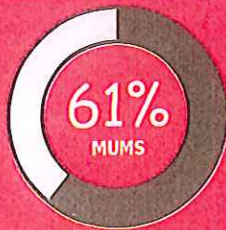
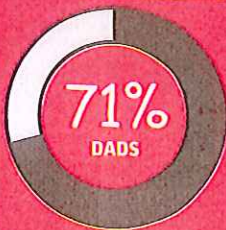
WHAT THEIR SPOUSES
THINK THEY REALLY DO

93 Hrs

TIME MOTHERS THINK THEY
SPEND WORKING AT HOME

59 Hrs

WHAT THEIR HUSBANDS
THINK THEY REALLY DO



% OF MUMS AND DADS WHO THINK
THEIR FAMILY WOULD STRUGGLE
FINANCIALLY IF THEY WEREN'T THERE

HMMMMMM...



IRISH Independent
15th June 2013.

Opinion on father's worth in home divided -

survey

Peter Flanagan

DEPENDENT on who you are, tomorrow will either be a day you love or a day you hate. No, we're not talking about Bloomsday, or the hangover after a day of sport on Saturday. Sunday is Father's Day.

That day men across the country get pampered for all their efforts, or blokes needlessly become the centre of attention on an intolerably long weekend.

But are they really appreciated? Are fathers really deserving of a day

that is all about them? Research from Irish Life suggests that opinion on their efforts is divided, to say the least.

The pension firm found that fathers have a, well, rather inflated view of their efforts at home.

It's a sad tale in some respects. Only one in three feel the work they do for their family is appreciated by their children, while only one in two feel their efforts are appreciated by their wives or partners.

As one might expect, there is a huge gap between

what the men see themselves as doing, and what their other halves think they do.

The report reads like a script for a 1960s comedy starring Rock Hudson and Doris Day.

While dads estimated that their time spent on household work amounts to 55 hours a week, their wives or partners thought that this figure is just 29 hours.

Irish Life's research also found dads underestimate the work carried out in the home by mums: the men think mothers spend 51

hours per week on household tasks, while the women put this figure at 93 hours. Men also think they get 14 hours of 'quality time' with their wife each week, but mums think they only get 10.

When it comes to how much they are worth, the divide continues. Dads estimate it would cost €26,000 per year if the family had to pay for the work they do at home, while their other half think it would cost €35,000.

Mums estimate their work at home would cost

€38,000 to replace - their husbands/partners think it would cost €28,000.

There is a serious side to this, of course.

Nearly three-quarters of fathers, and two-thirds of mothers with young children said the family would struggle financially if they fell ill or weren't around any more.

A little more than one in three respondents has a life insurance policy that would pay out to the family in the event of death - but the average payout that these policies provide for is

€177,000, says Irish Life. Irish Life's executive manager for marketing Karl Symes believes the report shows the need for families to plan for their financial future.

"While this research shows men and women clearly differ on the extent of the work they do around the house, it also shows they agree on the need to protect their families from the financial implications of the death or serious illness of a parent," he said.

IRISH INDEPENDENT
15th June 2013

HAPPY FATHER'S DAY



As Father's Day hits tomorrow, Irish

'I SWEAR I DAD ALL THE CHORES'

Men say their tireless work around house goes unnoticed

WITH Father's Day fast approaching, new research has revealed that dads claim to do more household tasks than they are given credit for.

Dads claim to spend an average of 55 hours a week doing household tasks — nearly twice as much as their wives or partners think, according to new research by pensions company Irish Life.

But only one in three feel the work they do for the family is appreciated by their children, while only half feel their work is appreciated by their wives or partners.

Irish Life's poll also found dads underestimate the work carried out in the home by mums. They think mums spend 51 hours per week on household tasks, while mums put this figure at 93 hours.

Struggle

They estimated that their time spent on chores amounts to 55 hours per week, but their wives or partners thought this figure was just 29 hours.

However, 73 per cent of dads and 61 per cent of mums with young children said the family would struggle financially if they fell ill or weren't around.

Just 35 per cent of respondents has a life insurance policy that would pay out to the family in the event of death — but the average payout that these policies provide for is €177,000.

Karl Symes, Irish Life executive manager (marketing), said: "While this research shows men and women clearly

By CATRIONA LOUGHRAN

differ on the extent of the work they do around the house, it also shows they agree on the need to protect their families from the financial implications of the death or serious illness of a parent".

Dads estimate it would cost €26,000 per year if the family had to pay for the work they do at home, but their wives or partners think it would cost €15,000.

Cover

For a dad, the life insurance amount needed to help replace his worth of €26,000 a year is

€225,000.
Term life insurance costs €17.53 a month for a 35-year-old non-smoker for 10 years' cover and this may increase depending on their health.



IRON WILL: Dads reckon they can get the job done

IRISH DAILY STAR
15th June 2013.



FOUR PAGES OF TRAVEL
START ON PAGE 39

DAD'S RAW DEAL

Fathers feel work in home goes unnoticed

BY CAITRIONA HUGHES
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DADS feel the work they do is not appreciated by their wives or kids, it was claimed yesterday.

The Irish Life online study of 1,000 adults surveyed mothers and fathers about how they carve up their time.

And it revealed dads claim to do 55 hours of household tasks per week, despite their partners thinking the real figure is 29 hours.

Karl Symes of Irish Life said: "It's amazing when parents sit down and think about how few hours of their lives aren't spent looking after their family."

"I think this is because parents are so involved in their children's and families' lives these days."

Only one in three dads feel the work they do for the family is appreciated by their children, while only one in two feel it is appreciated by their wives or girlfriends.

The research also revealed dads underestimate the work carried out by mums in the home.

Dads think their other halves spend around 51 hours per week on household tasks, while mothers estimate this figure to be around 93 hours.

Mr Symes added: "Most parents nowadays spend the vast majority of their time working."

"We thought it would be interesting to see if they understand just how much the other parent does."

SHIFT

Dads estimated the weekly hours spent working in the home by mums at 51 hours, while the mums put it at 93 hours

CHORE WARS FACTS & FIGURES

- Mums say they get just 13 hours free time a week.
- Dads claim they have 22 hours of free time.
- Half of dads feel the work they do for their family is appreciated by their spouse.
- Dads estimate household work they do per year would cost €26,000 to replace.

Irish Daily Mirror
15th June 2013.