

Mum Wanted!

Must be able to cook, clean, iron, garden, feed baby, read bedtime stories, walk dog, take kids to school, help with maths homework...and go to work.

Value of a Mum*: £32,812 pa

*According to the Legal & General Value of a Parent research 2007

We all know Mum is worth her weight in gold – but how much is Mum really worth in pounds? If a Mum was getting paid for her yearly work carried out in the home she would be on a salary of £32,812!

What is the value of a Mum?

Have you thought about how your family would cope financially if your children were to lose their Mum?

The yearly value of a Mum is £32,812.

Every Mum is different, she has to face her own individual challenges. Some Mums juggle full time work and a family, some juggle family and part time work and some juggle the care of the family and of the home.

In many ways Mums are also alike. They sacrifice their 'me' time for their family. On average Mums spend 33 hours with their children and only 5 hours on themselves each week.

However 67% of Mums questioned feel their children appreciate the time they give them and the things they do for them.

Over 18 years an average family will spend £123,552 raising children.

Each year that will roughly equate to £6,864 on day to day expenses.

These days everything seems to cost more, food, childcare, school trips and clothes. Families spend on average £1,274 each year on pocket money, entertainment and activities for their children.

Over half of parents questioned don't have financial protection in place.

It doesn't matter if you are single or married, have one or five children, if you work inside or outside the home, you are the foundation of your family's life.

It is vital you and your family have adequate cover in place – how would your partner cope financially or physically if they suddenly had to do everything you do?

Is it worth it?

- Based on our research of the value of a Mum it could cost **£2,734** per month to replace the work Mum does around the house.
- For a woman aged 30, depending on her circumstances, it could cost **£9.56** per month to help protect her family.

The above quote is based on a woman aged 30, non smoker with £2,734 per month life assurance Family and Personal Income Plan (FPIP) for 15 years with optional waiver of premium benefit. Prices correct as of March 2009. The amount you pay will depend on your individual circumstances.

We can help

If you feel that you could benefit from talking through your protection cover needs, then please speak to your financial adviser.

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