



## **Press Release**

18 February 2015

### **Yearly salary for a stay-at-home parent could be over €40,000**

**With stay-at-home Dads on the up, Protection experts urge people  
to give greater financial consideration to parents working within  
the home – the Mom or Dad.**

In recent years, in the face of soaring childcare costs, the role of the stay-at-home parent, be it the Mom or Dad, is appreciated more than ever.

Joe Charles, Marketing Manager of Royal London, said, *“It’s hard work staying at home to raise your family and look after all of the household chores and requirements, of that there is no doubt. Thankfully nowadays, there is a much greater appreciation of the role provided by and the challenges for, the stay-at-home Mom or Dad. And of course, though the care they provide their children is something they would consider priceless, in reality the cost of having to potentially employ someone to carry out these jobs is quite considerable.”*

The most recent figures from the CSO\* reveal that although the number of people that class their economic status “Looking after home/family” has declined steadily from 1986 when there were 653,843 people in this category, there were still 339,918 in 2011 who fell into this group. The number of women working in the home is also down, from 653,398 in 1986 to 321,878 in 2011.

However, males are bucking this trend and the numbers ‘looking after the home’ full-time have risen steadily from 445 in 1986, to 18,040 in 2011 – and even these figures are possibly more modest than reality, given the fact that some men may still not be comfortable classifying their “stay-at-home” role.

Of the 339,918 people working in the home, it is estimated that at least 230,000+ of these have children.

Yet evidence from Financial Brokers, suggests that some families are still overlooking the need for financial protection to replace the work of a stay-at-home Mom or Dad.

Joe went on to say, *“It’s naturally not something any of us like to dwell on – our own mortality and how our loved ones would cope financially if the unthinkable were to happen. It’s important that we do though, as difficult as this may be.”*

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So with this in mind, we have endeavoured in some way to demonstrate how costly it would be to replace the stay-at-home parent, and the jobs they do in the home and for the family. As a purely demonstrative exercise, we have outlined some of the “top jobs” parents in the home would do on a weekly basis and the average costs associated with these.

Job	Estimated cost per hour**	Hrs/Wk***	Total	Cost/Yr	
<b>Cook</b>	<b>10</b>	<b>15</b>	<b>150</b>		
Taxi	10	15	150		
Cleaner	9	10	90		
Childminder	9	25	225		
Gardener	10	2	20		
Tutor	19	5	95		
Handyman/woman	10	5	30		
			780	52	40,560

\*\*www.payscale.com    \*\*\*5 day week

Joe stated, “Our calculations reveal the cost to employ someone to do all the household jobs normally done by a stay-at-home parent could be as much as €40,000. Our experience would suggest that both stay-at-home Moms and Dads tend to undervalue or worse still, actually place no monetary value on their role. As such, they do not plan or think about how their family would cope financially if anything were to happen to them, such as a serious illness or indeed worse again, sudden death.

Of course none of us like to think about such issues too often. But a simple cost illustration like this might highlight to people the prudent need to put protection in place, such as Life Cover or Specified Serious Illness cover, to ensure that should the unthinkable happen, there is a financial safety net in place to cover these ongoing needs and costs.”

Royal London also says that based on its analysis of its business, of those women who do have Life cover in place, more often than not, it’s for less than half the amount of their male counterparts.

Joe advised, “Understanding what level of financial protection your family needs can sometimes be a difficult task – but it’s an important one. Your local Financial Broker will be able to give you guidance, to help find the best solution for your individual needs.”

-ENDS-

## Note to the Editor:

### About Royal London:

Royal London is the largest mutual Life, Pensions and Investment company in the UK and Ireland with Group funds under management of over €95 billion. Group businesses serve around 5.3 million customers and employ 2,823 people (figures quoted are as at 30 September 2014).

Royal London’s Irish office is based at 47 St Stephen’s Green, Dublin 2.

\*CSO Census 2011.