



## Mothers Happy to Sacrifice more

It should be not much of a surprise to most mums that recent research has found that once women become a mother they sacrifice more than their counterparts.

Research suggest that 95% of mothers would give up time with their girlfriends to spend more time with their children .This compares with just 60% of fathers who would give up their football season ticket to provide their children with more opportunities in life.

Campaign Manager, Holly Dorber said, "We have always heard that mums view motherhood as its own reward, and are willing to give up almost anything for their children. This research shows us, that this is definitely the case."

The survey also found that 65% of mothers don't think that they spend enough time with their children. 87% of mothers said that if the main breadwinner in the family were unable to work, this time would be further limited.

85% of stay-at-home mothers said that their children benefitted emotionally by spending quality time with their parents' in the early years of childhood.

80% of mothers said it was important for the happiness of a child to spend valuable time with both parents.

When asked to rank the most important needs of their children, Australian mums and parents listed education on top.

Overall, 75% of parents believed that the world is getting to be a worse place in which to bring up children.

What do you think? Feel free to have your say on our Facebook page: <http://www.facebook.com/#!/LifewiseAustralia>

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### **About Lifewise**

Lifewise is a non-profit organisation which aims to create awareness on the issue of life and income underinsurance in Australia. The campaign features a straight-talking website and 'how much is enough' insurance needs calculator so that Australians can educate themselves about the risks they face in life and how they can manage them.

The Four Factors of being Lifewise, which are; Health/diet, fitness, work/life balance and protection highlight our key message in looking after yourself and the ones you love. An all new, socially interactive website will launch at the end of March with an expert panel to discuss on-going questions consumers may have on the topics.

With 95% of Australians underinsured, isn't it time you start the conversation?

More information about the Lifewise campaign go to: [www.lifewise.org.au](http://www.lifewise.org.au)

If you're not sure 'how much is enough?' go to the Lifewise calculator:  
<http://www.lifewise.org.au/helpful-to>

