

Press Releases

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Press Release: Insure.com's Mother's Day Index Finds What Mom Would do as President of the United States

By [Insure.com](http://insure.com) Posted on May 2, 2016

(Foster City, Calif.) May 2, 2016 – Presidential hopefuls are dominating the headlines, but what if you could choose someone truly influential for our country's highest office: Good old Mom.

A new survey by Insure.com imagines Mom's road to the White House.

- Here's what we found in surveying 500 men and 500 women about how their moms would fare as president.
- More than one quarter of presidential moms would have education as their top issue.
- 28 percent of respondents say the first thing their moms would do when they get in the front door is rearrange the furniture.
- Nearly 22 percent said that their moms remind them most of past president and "American royalty" John F. Kennedy.
- With Air Force One at their disposal, almost 30 percent of moms are jetting off for a tropical beach vacation.
- If Mom spent just one day as President of the United States, her annual salary would increase 7 percent, giving her a hefty bump of \$4,615 over what she might earn as part of our annual Mother's Day salary index.

We also asked moms about this year's presidential candidates, asking what piece of advice they would offer them, and 22 percent of respondents said their moms would say, "You're only as good as your word."

Mom really does like a homemade gift

With Mother's Day quickly approaching, our survey also includes the gift preferences of 500 moms, revealing that while they'd love to go a shopping spree, a homemade gift is often their favorite.

A few of the most common Mother's Day gifts were given a thumbs-down from Moms this year:

- Nearly 25 percent of moms want you to leave the picking of perfumes to them.
- 14 percent, in fact, even said they don't want flowers.
- 24 percent of moms said no to household appliances, like vacuums and blenders – leading us to think that where you see a gift, moms see a chore.

View the full breakdown of [mom's salary and presidential opinions](#).

What matters most

With a fun look at moms and all that they do for our families, Insure.com aims to gently remind families just how important it is to have a life insurance policy in place and how much it would cost to replace the monetary value of a mom. Without an adequate life insurance policy in place, a family could be financially devastated if Mom is no longer around and others must be brought in to take over her household tasks.

"According to our survey, about 34 percent of people purchased their policy when they became parents," said Gusner. "Having a life insurance policy to protect your family in the event of a loss can provide great peace of mind, and it's often less expensive than people realize. It's a critical part of financial planning for the future for your family."

You can read the full [Mother's Day Index 2016](#) feature on Insure.com.

Methodology

"Mom's value" is based on occupational wages from the Bureau of Labor Statistics and does not include a salary from work outside the home. It is calculated using a list of common household tasks that mothers often perform. For the data on moms' presidential opinions and Mother's Day gifts, Insure.com commissioned a survey of 1,000 men and woman age 25 or older who have children ages 6-20. The survey, conducted by Op4g, was fielded in March 2016.

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