

# Press Releases

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## Press release: Dad's 'salary' drops for the first time in six years

By [Insure.com](http://insure.com) Posted on June 13, 2016

(Foster City, Calif.) June 13, 2016 – The value of dad's jobs fell 3.8 percent down to \$24,738, according to Insure.com's annual Father's Day Index. Every Father's Day, Insure.com uses the latest Bureau of Labor Statistics data to calculate the monetary value of 13 household tasks that are commonly asked of dads, giving him a "salary" for all that he does.

Read the full article at [Father's Day Index 2016](#).

The following jobs cost dads the most in "pay" this year:

- -29.4% – Plumber
- -16.0 – Athletics coach
- -9.5% – Pest control worker

Dads' wages saw increases for these common tasks:

- +8.8% – Accountant
- +4.2% – Grounds maintenance worker
- +2.6% – Cook

In a survey of 500 dads and 500 moms, Insure.com found that 26 percent of fathers don't think they should receive a salary for being a dad, and 18 percent of moms agreed with them.

Consumer analyst for Insure.com, Penny Gusner says, "A sizeable amount of surveyed dads seem to say they don't need to be paid, which is good since spouses and kids aren't pulling out their checkbooks any time soon."

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But Father's Day is a great time to show a little extra appreciation."

## What Dad really wants is some R&R

Surveyed dads prefer gifts that help them relax and unwind. Continual favorites of dads everywhere, gadgets and grills, just outpaced time away.

- 29.6% -- Barbecue grill
- 25.6% -- Electronics/gadgets
- 23% -- Weekend getaway
- 20.4% -- Tools
- 1.4% -- Other

Read the [full article](#) to learn what gift item dads want least.

## A true gift

Each year, Insure.com calculates the value of dad in order to shine a light on what really matters most. For anyone who has a family that depends on them, a [life insurance](#) policy is an important piece of protecting your family, should the worst happen. Giving your family the peace of mind of knowing they will be financially supported at a time of loss is one of the most important gifts of all.

"You don't have to start life insurance talks on Father's Day, but it is a good time to reflect on all that dad does around the house and how he provides for the family," says Gusner. "Take that knowledge and make sure that your family is protected with a life insurance policy for both dad and mom."

## Methodology

"Dad'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 fathers often perform.

For the data on Father'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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