

Media Release

May 6, 2015



Understand
Insurance

What were they thinking? Weirdest Mother's Day gifts revealed

A PET rat, a fly-swatter, a stuffed cane toad, and coins used for ALDI supermarket trolleys engraved with 'Mum' are some of the more unusual gifts Australian mums have received on Mother's Day, a new survey has found.

The Understand Insurance survey of more than 900 Australian mums, conducted by Newspoll, revealed what mothers actually want is often a far cry from what they get.

Understand Insurance spokesperson Campbell Fuller said other presents that were memorable for all the wrong reasons included:

- A caterpillar
- Smoke detectors
- A lawn mower
- A bag of carrots
- Wrinkle and stretch mark cream
- A spiny-leaf insect.

"We'd hoped to discover a treasure trove of wonderful gifts that mums have received from their families," Mr Fuller said. "What we uncovered was a list of things you might appreciate only because of the sentiment – and you'd probably never choose to insure.

"What mums really want is time away from their family. A third of survey respondents (32 per cent) dream of anything from a girls' weekend away to a trip to Paris.

"Jewellery is also popular (14 per cent), as are electrical appliances (8 per cent) and laptops/mobile phones (6 per cent).

"So for any dads who are thinking of spoiling mum with something valuable that she'll really love, remember to check if it's covered by your existing contents policy."

Surprisingly, first-time mothers are the least likely to be spoilt. Only 14 per cent get breakfast in bed, and almost a third (30 per cent get) receive no gift at all.

"It seems older kids are doing the spoiling on Mother's Day, with 64 per cent making mum breakfast in bed, or buying her chocolates or flowers," Mr Fuller said.

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The 10 worst Mother's Day gifts:

- Pet rat
- Fly swatter
- Stuffed cane toad
- Supermarket trolley tokens engraved with Mum
- A caterpillar
- Smoke detectors
- Lawn mower
- Bag of carrots
- Wrinkle and stretch mark cream
- Spiny-leaf insect.

And the 10 things mums really want:

- Jewellery
- Holiday
- Weekend away
- Pampering session
- Chocolate
- Flowers
- Laptop
- Mobile phone
- Coffee machine
- Thermomix
- Clothing

ABOUT UNDERSTAND INSURANCE:

Understand Insurance is a financial literacy initiative of the Insurance Council of Australia. For more tips, visit Understand Insurance's website www.understandinsurance.com.au

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