

UK's generous grandparents now spending more on grandkids before birth than cash strapped parents

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Grandparents are spending more than parents on their unborn grandchildren as they help out their struggling offspring, a new survey reveals.

Research conducted by The Baby Show

The Baby Show (<http://www.thebabyshow.co.uk>), the UK's leading pregnancy and parenting event series, discovered that grandparents to be are now by far the biggest spenders when it comes to their unborn grandchildren.

A survey of over 1000 visitors at The Baby Show in 2012 found that grandparents spent an average GBP 809.00 on pre and post show purchases for the new arrival, with the most popular items being expensive essentials such as a pram, car seat, cot or other nursery furniture. The figure is around GBP 100 more than the average amount spent by mums and dads.

The help provided by grandparents does not stop at baby equipment. Around 10.4 million British pensioners provide some form of regular childcare and 6% of first time buyers receive help with deposits from their grandparents. Today's grandchildren can also expect to receive help with other significant events in their lives such as school fees, buying a car or getting married.

It means that doting Prince Charles who is set to become the nation's most famous grandfather in 2013 isn't alone when planning a gift for Kate and William's first child. What Charles will buy will probably remain a secret, but if he does splash out on a significant purchase, he will be one of a rising number of UK grandparents who willingly part with their cash before baby's arrival.

Nicole Muller, Show Director for The Baby Show, said,

"Expectant grandparents, excited by the prospect of a new grandson or granddaughter, seem more willing than ever to help out financially and ensure the new addition to the family has the very best start in life.

We already know that grandparents are playing an ever greater role in helping us to bring up our children, but this research shows that a grandparent's contribution begins even earlier than we thought."

Sarah Willingham, The Baby Show's financial expert and founder of Letssavesomemoney.com said, "It's not at all surprising that grandparents are digging deep when it comes to the next generation. Today's grandparents are part of the 'baby boomer' generation and tend to have more disposable income than new families and there are very strong emotions attached to helping out with grandchildren. My advice to new parents is don't be proud, let them help...with a little direction of course!"

The Baby Show returns to ExCeL London on 22nd-24th February 2013.

For further information visit www.thebabyshow.co.uk.

For a special discounted ticket offer of GBP 11.95 (a 40% saving on the door price) visit

<http://www2.seetickets.com/babyshows/?a=baby+show+excel&pass=FAMILY>
and enter promo code FAMILY

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Notes to editors:

Research independently carried out on behalf of The Baby Show by Fusion Communications Ltd. Results based on a survey of 1,189 visitors at The Baby Show 2012 (London ExCeL, Birmingham NEC and London Earls Court).

The Baby Show is the UK's leading pregnancy and parenting event series. The Baby Show returns to ExCeL London from 22nd - 24th February 2013, Birmingham NEC from 17th-19th May 2013 and Olympia Kensington from 25th - 27th October 2013.

This annual event series offers a unique shopping opportunity and a great day out for all the family. It's the place to browse 1000s of products from 100s of trusted brands and test run all the latest innovations that will make life with a new baby easy and fun.

From pushchairs to nursery ideas, maternity fashion to healthcare, experts are on hand to help you make the right choice for you and your growing family. What's more they will be joined by some of the top UK parenting experts including Professor Robert Winston, Annabel Karmel, Jo Tantum, Sarah Willingham and Clare Byam-Cook, ready to answer your questions and share their advice.

Ends.