

Mum's the word for many Brits when it comes to asking for advice

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- 20% go to Mum for advice first;
- 15% of those surveyed seek the counsel of friends;
- 9% went to Dad to ask for life advice.

When it comes to life's big decisions it seems that Mum really does know best as she is the first person most Brits turn to for advice, according to research* from life insurance comparison site Compare Cover (<http://www.comparecover.com>).

Going to Mum for guidance is even more likely for UK women, as a quarter (25%) said they go to Mum first, compared to only 16% of men. While only 7% of women said Dad would be their first port of call for guidance, compared to just over one in ten of men (11%).

The research also found that the Welsh are more likely to go to Dad for advice (17%) before their mothers (15%), but East Anglians are opposite, with nearly a quarter (23%) going to Mum for guidance, compared to only 5% going to Dad.

Women are also more likely to go to their mates for advice, with just under a fifth (17%) saying they'd chat to a friend about key decisions, compared to 13% of men.

It seems that nothing can beat the human touch when it comes to advice, as only 4% of those surveyed said they use online forums and as few as 3% use self-help websites to make decisions.

Mike Preston, Business Development Manager at Compare Cover (<http://www.comparecover.com>), said: "There is that old saying – "if at first you don't succeed, do as your mother told you" and it seems for a lot of Brits, we just cut out the failing part and go straight to the source of wisdom – Mum, to get your #lifesorted.

"It's very interesting that not many people use online forums and guidance. With the prevalence of smart phones and an increasingly digital world, we would have thought that this figure would be considerably higher. It seems that for many, talking a problem or issue through is the best way to get a life issue sorted."

Mike added: "When you are a couple, many life decisions are made together and are thoroughly discussed before deciding on a certain course of action. One life issue that should be at the top of that list is life insurance.

"Life insurance is designed to protect your family should the worst happen and is one decision that people should consider as soon as they have dependants or financial responsibilities. Taking out life insurance to protect your family doesn't cost as much you may think. Life protection can be purchased

from as little as £5 a month.***

-ENDS-

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Notes to editors:

*Between 8th April and 15th April 2016 One Poll conducted an online survey among 2,000 randomly selected British adults.

**Based on a Compare Cover quote to insure a 30-year-old male non-smoker, for 25 years for £150,000.

About Compare Cover

As part of Investment Discounts Online Ltd, the Compare Cover team has been helping people with their insurance needs since 1999.

Compare Cover was established in its own right in 2016 as a new brand of Investment Discounts Online Ltd, to offer a specialist life insurance comparison service that would utilise all of their experience. The end offering saves time and money and provides information and tools to help make a more informed decision.

You can get in touch on 0800 915 2926, or by emailing customerservices@comparecover.com.

Compare Cover is an online life insurance comparison service. It provides simple comparison of different policies by a range of leading insurance providers.

Compare Cover receives a commission payment from the insurance provider for each policy sold through the site, but is committed to supporting the customer in finding the most appropriate policy for their needs at the best price.

Getting quotes is completely free.

Providers share the commission comparecover.com receives with the customer. This reduces the price of the policy and means that comparecover.com can offer lower prices than buying directly from a bank or insurer.

If customers receive a lower quotation for a policy elsewhere, comparecover.com will try to match it. The quotation must be for the exact same product from the same provider.

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