

Too few parents saving for children's future: poll

The majority of recent UK mums and dads are putting their children's financial futures at risk by skimping on life cover, a survey from Aviva has showed.

Research results from 1500 new UK parents revealed four out of five parents did not have adequate financial protection.

Although 40 per cent had started a savings account, only 18 per cent have taken life insurance, despite 25 per cent of parents considering a "what if?" scenario by choosing a guardian in case of death.

The data showed two-thirds of respondents had no form of protection and had an average of only £928 in savings.

Should the average family pay £10 a month on a Standard Life insurance policy for both parents for 18 years, they could receive more than £128,000 tax-free if a parent died or was diagnosed with a terminal illness in that period.

The survey also revealed that prior to birth, expectant parents will spend an average of £1370 on essentials.

According to the survey, new parents "thought nothing" of



Colley: family protection

spending on baby goods, yet 60 per cent admitted many items were unnecessary.

Louise Colley, head of protection marketing and sales for Aviva, said: "Every parent wants to splash out to prepare for the exciting arrival of a baby, so it is no surprise costs can stack up.

"But within the checklist of essential items, we would urge parents to consider putting a small amount aside each month to protect their family's financial future, if something unexpected were to happen to either parent."

The research comes as Aviva's latest advert to raise consumer awareness about protection, featuring Paul Whitehouse, is currently being shown on UK television.